C2710-3


# Automotive News

September 9, 1991


©Entire contents copyright 1991, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

66th year—$70.00 per year, $2.00 per copy

## latenews

### BMW regions get more power

NEW YORK — BMW of North America Inc. has told dealers that it is overhauling its operating structure to give regional offices more decision-making power.

The change will take effect Oct. 1 and will eliminate some positions at the U.S. headquarters in Woodcliff Lake, N.J., while adding others in BMW's four regional offices. BMW spokesman Thomas O. McGurn said BMW's U.S. employee count is expected to remain at about 870.

The four regional general managers will now report directly to Karl Gerlinger, president and chief executive officer. They had been reporting to Gerlinger's second-in-command, James J. Ryan, who will take over the company's eastern region. Ryan's position as vice president of automotive operations will be eliminated.

BMW will also create a new position, called an area manager, who will call on dealers in place of separate representatives for service, sales and parts.

BMW sent dealers a letter explaining the move on Friday.

### EPA proposes emission monitors

WASHINGTON — The EPA on Friday issued a proposed rule that would require all cars and light trucks to be equipped with computer systems to monitor emission control equipment.

The rule would take effect in the 1994 model year. The systems would monitor such components as the catalytic converter and oxygen sensor and alert the driver if they needed to be checked.

The EPA said the proposed

see LATE NEWS, 2

# Ex-managers cite bias at Southeast Toyota

LINDSAY CHAPPELL
*Staff Reporter*

JACKSONVILLE, Fla. — Charges of racial discrimination against dealers and dealer candidates have surfaced in the legal battle between dealers and Toyota Motor Sales U.S.A. Inc.'s Southeastern U.S. distributor.

In court depositions given for a string of lawsuits there, three former executives of Southeast Toyota Distributors Inc. claim that the privately held company practiced a policy of refusing blacks, Jewish people and others who wanted to become Toyota dealers.

The statements, which are disputed by the distributor, claim that the "unwritten policies of the company" prevented dealer recruiters from soliciting minority dealer candidates and granting them franchises during the 1980s.

Current Southeast Toyota officials dismiss the allegations as opinion and defend the company's record on minority dealers.

Lawrence Rich, executive vice president of J.M. Family Enterprises Inc., the Deerfield Beach, Fla., holding company that owns Southeast Toyota, said the company is trying to recruit its first black dealer.

He said there is a nationwide problem of minority dealers being under-capitalized.

"The last thing we want to do to [any] dealer is put them in a situation where they're undercapitalized or in a bad market or don't have the proper experience," Rich said. With "a lot of the failed dealers who are involved in this litigation, while they weren't minorities, there was a common thread, and it was undercapitalized bad management."

Lawyers are probing the possibility of racial discrimination in the discovery stages of about 12 lawsuits in Florida, Georgia, North Carolina, South Carolina and Alabama, the five states where Southeast operates. The suits accuse the distributor of racketeering and operating an unfair distribution system that punished dealers who didn't comply with its business demands. Racial discrimination is not a complaint in any of the suits.

Although Southeast is an independent distributor, the allegations of past discrimination there could prove to be an embarrassment to Toyota's politically sensitive U.S. operations. Toyota is currently conducting a national advertising campaign that spotlights such charitable deeds as paying for renovation of an elderly black woman's home in Washington, D.C.

There have been no black Toyota dealers in the Southeast region since it was established in

see SOUTHEAST, 41

Skylark incorporates bold sweeping lines and curves; the 1939 Buick inspired the vertical-bar grille.

The redesigned Camry features a more aerodynamic contour, suggestive of the high-end Lexus.

The 1992 Ford Taurus' overall length is increased 3.8 inches.

Sable has new sheet metal on every exterior panel except the roof.

## New for '92: Skylark, Camry, Taurus, Sable

The wraps are off the redesigned 1992 Toyota Camry, Buick Skylark, Ford Taurus and Mercury Sable. Now it's up to buyers to signal a "thumbs up" and create 1992's stars.

Camry is bigger, more powerful and takes direct aim at the popular Honda Accord and Ford Taurus. The complete story appears on Page 40.

Meanwhile, Ford Motor Co. spent $615 million revamping Taurus and Sable, the cars' first redesign since their December 1985 introduction. See Page 16.

But Buick might be the biggest gambler, opting for the most radical styling of General Motors' N-bodies. See Page 6.

# Clean air upstages battle of new cars at Frankfurt show

JAMES R. CRATE
*International Editor*

FRANKFURT, Germany — World carmakers' efforts to hammer environmental theology into working product will hold center stage this week in the cavernous *Messegelaende*, site of the biennial Frankfurt auto show.

So dominant is the green theme, analysts and industry insiders agree, that even the simultaneous launch of replacements for the two best-selling cars in the world, Volkswagen's Golf and General Motors' Astra, is likely to lose much of its thunder.

Indeed, even automakers that won't have concept vehicles at Europe's most important showcase for new auto technology will have to address the theme by noting the environmental friendliness of their existing lines through such measures as better fuel efficiency, better catalysts and improved recyclability.

see FRANKFURT, 43

VW claims its Chico gasoline-electric hybrid vehicle has a range of 250 miles. Story on Page 4.

# Who follows Iacocca?

## *Chairman to help board pick successor*

MARY CONNELLY
*Staff Reporter*

HIGHLAND PARK, Mich. — Lee Iacocca's departure from Chrysler Corp. at the end of 1992 may be anticlimactic because the company's evolution to a post-Iacocca era already has begun.

Iacocca ended months of speculation by announcing last week that he will step down as Chrysler chairman on Dec. 31, 1992.

The company said that in his remaining months at Chrysler, Iacocca will work with the board of directors to select a successor. Board discussions already have begun on who will succeed the legendary Chrysler chairman who will be 68 when he retires.

It is not clear if Iacocca will retain a role at Chrysler when he gives up the chairmanship. In the past he has suggested he may want to retain a seat on the board of directors.

Chrysler's announcement was an obvious attempt to squelch speculation about the company's future direction and shore up its efforts to sell 33 million new shares of common stock. Iacocca last week kicked off a multi-city trans-Atlantic tour to tout the company's prospects.

At the pinnacle of his national stature in the mid-1980s, Lee Ia-

see IACOCCA, 42

NEWSPAPER

#BXBBDJB*******5-DIGIT 20814
#0303229O8 2#01AN13651 99M1Z
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
BETHESDA MD 20814

**ADP pulls software after FTC cries foul**

The FTC is cracking down on a computer program used by thousands of new-car dealers that purports to show consumers how to save money by financing rather than plunking down cash for vehicles. Page 8.

Gates

Pinto

# Staff changes announced

Max Gates has joined *Automotive News* as a staff reporter in the Washington bureau.

Gates, 46, is a native of Michigan, where he graduated from Albion College with a major in chemistry. He worked for 12 years as a reporter and editor for the *Ann Arbor News*. For the past three years, he has been the national science, medical and health correspondent in Washington for Newhouse Newspapers.

Gates replaces Diana Kurylko, who has been reassigned to the paper's Frankfurt bureau.

*Automotive News* also named Staff Reporter Liz Pinto to cover the labor beat, which includes organized labor, personnel and productivity.

She is based in Detroit and will add the labor beat to her duties as editor of the annual *Market Data Book* edition, which is published each May.

Pinto joined *Automotive News* in October 1990 from ITT Automotive of Auburn Hills, Mich. She is a Detroit native and has a bachelor's degree from Oakland University in Rochester Hills, Mich.

# index


| | |
|---|---|
| Auction ads | 31-34 |
| Auction dates | 34 |
| Classifieds | 35-39 |
| Calendar | 39 |
| Dealers | 34 |
| Incentives | 46 |
| Keith Crain | 12 |
| Legal file | 22 |
| Letters | 14 |
| Obituaries | 26 |
| Opinion | 12 |
| Personnel | 18 |
| Production | 47 |
| Sales, top 10 cars | 4 |
| Sales, car | 44-45 |
| Sales, truck | 45 |



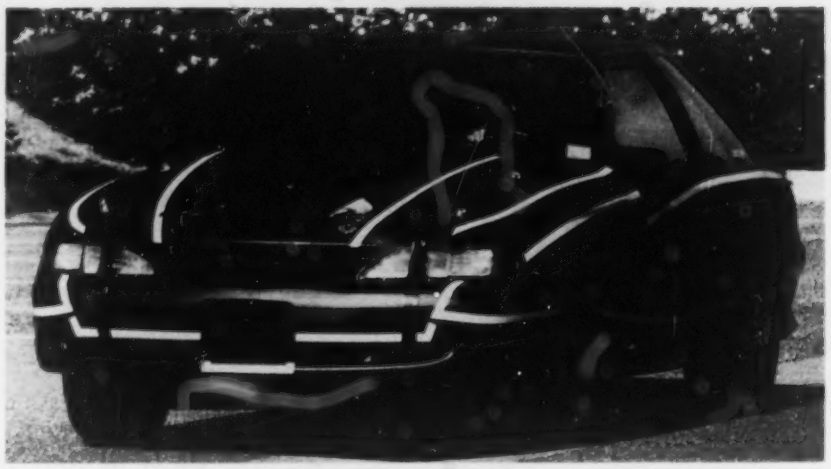
66th year—No. 5410

Advertising Production Department ..... (313) 446-6063
Circulation Department
In Michigan ..... (313) 446-0480
Outside Michigan ..... 1-800-992-9970
Classified Ad Department ..... (313) 446-6065
Display Ad Department ..... (313) 446-6030
Editorial & Business Offices ..... (313) 446-6000

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semi-weekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207-3185.


# corrections

■ A table in the Sept. 2 issue mislabeled a section listing Nissan Stanza prices. It should have said the Stanza XE starts at $12,750, the GXE at $17,070 and the SE at $16,690.



HANS G. LEHMANN/HIDDEN IMAGE

## Breaking in a new breed of Mustang

**Ford is conducting airflow tests on front end designs for the next generation Mustang, which could arrive for 1994 or 1995. This design, mounted on a current generation model, has the familiar horse emblem mounted in the center of a trapezoidal grille opening flanked by tapered headlights. An air intake is integrated below the bumper, while the front fenders are noticeably flared.**

# latenews

CONTINUED *from* PAGE 1

system would add about $94 to the cost of a new car and $101 to the cost of a light truck. But the agency says that the systems would yield improved repair and fuel economy over the life of the vehicle that would result in a net cost of $40 for new cars and $30 for trucks.

The rule is part of the EPA's implementation of the 1990 Clean Air Act. A date for a public hearing hasn't yet been set.

## Ford hikes ad fee on program cars

ATLANTA — Ford dealers this year will be hit with higher costs to help pay for advertising programs.

In addition to the newly mandated 1 percent of sticker price that dealers will have to pay into local advertising associations for each new vehicle they order, Ford Division General Manager Ross Roberts says he will also increase the $50 advertising assessment that dealers pay into the ad fund when they buy program cars.

"The dealers probably won't like it," Roberts said of his plan to implement a higher assessment on program cars, "but I plan to raise it. We need the ad dollars."

## Chrysler moves Adams to helm of Alfa in U.S.

ORLANDO, Fla. — Timothy R. Adams, who presided over the demise of Chrysler Corp.'s joint venture with Renault, has been named president of the Chrysler-Fiat operation that distributes Alfa Romeo cars in North America.

Adams succeeds Darrell Davis, who in August was named general sales manager for Chrysler's Western region.

Joseph S. Hannan Jr. last week was named chief operating officer of the Chrysler-Fiat joint venture company, which is called Alfa Romeo Distributors of North America. Hannan has been director of sales for the U.S. distributor since June 1989 and will continue in that position.

Adams, who joined Chrysler when the company purchased American Motors in 1987, was president of the Association of Renault and Chrysler for Automotive Development. The joint venture, which was terminated in August 1990, had planned to develop a small sport-utility.

## Composites consortium patents technology

DETROIT — The composites consortium formed by Chrysler Corp., Ford Motor Co. and General Motors in 1988 has applied for two patents covering better ways to make plastic parts.

The new processes will be used to facilitate a consortium program called the Focal Project to build the structural front end of a car. The first patent covers a process used to combine several different types of materials into part reinforcements called "preforms."

The second patent involves a less costly method of making rigid, light-weight hollow cores. The consortium hopes to use the process for replacing heavier solid foam cores in molded parts.

## Volvo-Japan plant eyes local content of 60-70%

TOKYO — The three-way joint venture among Mitsubishi Motors Corp., AB Volvo and the government of the Netherlands said it will begin production in the mid-1990s of cars with 60 to 70 percent European content, said Mitsubishi President Hirokazu Nakamura. To achieve that content, the cars will possibly use engines and transmissions made by Volvo's European partner, Renault, although Volvo or Mitsubishi also remain possible suppliers.

The venture will begin by Dec. 1, transforming Volvo Car BV into Netherlands Car BV.

Netherlands Car will supplant Volvo Car BV, building a new line at the existing plant to produce new models in equal shares for Volvo and Mitsubishi. The capacity goal is 200,000 cars in the 1.6-liter to 2.0-liter range.

Volvo will continue to produce its Volvo 400 cars on the old line.

## Nissan enhances bumper recyclability

DETROIT — There is recyclable — and then there is recyclable.

Nissan Motor Co. Ltd. has been using propylene thermoplastic bumpers on its cars since 1979. Thermoplastics are more easily recycled than thermoset plastics. But the paint used on these bumpers contaminated the resin, creating a recyclable plastic of low value, poor appearance and reduced structural integrity.

The company has come up with a better paint removal system that pulverizes the bumper and dissolves and removes the paint with an aqueous solution.

Testing and plans are under way to begin installing bumpers made of recyclable materials on new Nissan vehicles.

## Toyota seeks sales training edge

TORRANCE, Calif. — With the launch of the 1992 Camry, Toyota Motor Sales U.S.A. is offering its most ambitious sales training program.

Toyota says 12,000 salespersons will be exposed to a training program that brings the new Camry and competitive models to dealerships.

Training will consist of a new product presentation, a static evaluation, and a ride-and-drive of the Camry and competitors.

# briefly

## Ford execs tour to support '92s

**Chrysler Corp.** Chairman Lee Iacocca won't be the only auto executive taking his company's message on the road this year. Top **Ford Motor Co.** management, including Chairman Harold Poling, will cross the country this month, promoting Ford's cars and trucks the old fashioned way. "We've got to get out to where the grass roots are," said spokesman Gene Koch. "We don't have a new Thunderbird or sports car, but we're going to be the best damned sales people and sell what we got." The 75 senior Ford executives, accompanied by UAW officers, will hit 170 cities, visiting dealerships, mayors' offices, college campuses and supplier plants to tell the Ford story.

Koch says senior executives have never promoted new model cars to this extent.

"For years we sat here in Detroit and told people to hustle on down to the dealerships to see the new cars," Koch said, "but things have flipped over. The Japanese are out there, so we've got to go out there and sell Ford Motor Co."

**MORE FAST TALK —** Who is that engineer in the white coat? That was the buzz in an Atlanta conference room last week when so-called **Ford Motor Co.** engineer Leonard Johnson briefed the media and Ford executives on the 200 new features and 750 new parts on the 1992 Ford Taurus and **Mercury** Sable models. Johnson ripped through the changes at such a rapid, clear pace that some audience members whispered, "He should be in Hollywood." But Johnson turned out to be actor John Moschitta, best known as the fast-talking spokesman for Federal Express.

Ford spokesman John Spelich said that of the several Ford execs on hand, only four knew of the ruse.

"Everybody wanted to know who he was," Spelich said. "We were just trying to find a humorous way to illustrate the many new features on the cars."

**NOT KITTY KELLY? —** Doron P. Levin, Detroit bureau chief of *The New York Times,* is close to signing a deal with Harcourt Brace Jovanovich Inc. to write a book on the Lee Iacocca years at **Chrysler Corp.** Levin, who plans to write the Chrysler story during the next 18 months, said the book will focus on the company since its economic recovery. It will delve into the automotive industry's executive culture, competition with Japan, relationship with Washington and quest for revitalization. Levin, who quit *The Wall Street Journal* to write his 1989 book "Irreconcilable Differences: Ross Perot versus **General Motors**," plans to stay on the *Times* job while writing the Iacocca story.

**THE GRASS IS ALWAYS GREENER —** Automotive suppliers are getting a chance to see and feel the effects of their work with a new test drive program sponsored by **General Motors'** Lansing Automotive Division and Oldsmobile. Lansing Automotive, part of the **Buick-Oldsmobile-Cadillac** Group, engineers and builds GM's compact cars sold by Oldsmobile, Buick, **Pontiac** and **Chevrolet**.

The first vehicles in the test drive program were Oldsmobiles delivered to Prince Corp. of Holland, Mich., which supplies fabric headliners and other interior trim to Lansing Automotive. They were a Silhouette minivan, a Custom Cruiser station wagon and Eighty Eight and Ninety Eight sedans — none of which are built by Lansing Automotive. In fact, the Silhouette and Custom Cruiser aren't even built by B-O-C, but by the Chevrolet-Pontiac-Canada Group.

# Ford Division needs trucks to stay No. 1

KATHY JACKSON
*Staff Reporter*

ATLANTA — Trucks will have to be the guiding light if Ford Division is to retain its title as national vehicle sales champ for the 1991 calendar year.

During a press unveiling of Ford's 1992 Taurus and Sable models, Ford Division General Manager Ross Roberts told *Automotive News* that he concedes the car race to crosstown rival Chevrolet.

"I don't think we'll catch them in the car lead," Roberts said, "but we'll beat them badly in trucks."

New Taurus, Sable ➤ 16

For the first eight months of the year, Ford trails Chevrolet in car sales by 90,566 units. Chevrolet had a 58,347 unit lead at the end of August last year.

Roberts thinks that a strong finish by trucks should leave Ford Division in first place in combined sales of cars and trucks for the calendar year.

"No question about it, we will beat Chevy in (combined) car and truck sales this year," Roberts predicts.

Through Aug. 31, Ford led Chevrolet in total vehicle sales by 14,991 units. Ford Division's truck sales totaled 802,308, compared to Chevrolet's 726,733. Chevrolet had sold 825,540 cars, and Ford, 734,974.

Roberts said slower sales of the Thunderbird and Escort hurt Ford Division in car sales. He said Crown Victoria had a slow start due to a new model introduction in March.

"The small car segment is where we're really having problems," Roberts said. "Chevy is putting a lot of emphasis and power in its small car group; Chevy is a strong marketing group; its product, style and quality has improved."

In an effort to put Ford Division back in the driver's seat in the car race for 1992, Roberts said the division will introduce innovative marketing programs on the Taurus and Escort models.

He said there will also be special programs for 1992 Ranger and F-series trucks.

"Those are the models that make our dealers money," he said. "We will focus on them."

The division banks on selling between 350,000 to 375,000 Taurus cars during 1992. Taurus is the most updated Ford Division vehicle for the new model year. Although the exterior looks virtually unchanged, Taurus features all new sheet metal and a fresh interior.

# Chico shows VW answers on clean air

JAMES R. CRATE
*International Editor*

WOLFSBURG, Germany — Volkswagen AG last week showed reporters its new Chico concept car and other technology designed to sharply curtail emissions, demonstrating its readiness if car buyers get truly serious about the environment.

The Chico is a 2+2 hybrid-powered City Car prototype. It features constant-demand, fully automatic switchover between conventional power and electric drive in response to speed and throttle pressure. According to VW engineers, the hatchback mini, which will be formally unveiled at this week's Frankfurt auto show, has a top speed of 75 mph and a range of 250 miles.

Engineers also showed a catalyst-equipped, diesel-powered Eco-Golf sedan that could go into limited production in 1993. It features an automatic engine-shutoff-and-restart feature the company has been working on for several years.

Driven like the Chico through a clutchless five-speed manual transmission, the engine cuts out or restarts instantly in response to throttle pressure and speed. In tests over the past year, the car uses 22 percent less fuel than comparable Golfs not equipped with the inertia-drive system, VW officials say.

Other hardware VW showed reporters included its diesel-electric Golf featuring both fully automatic drive changeover and engine shutoff/restart, and a Jetta electric vehicle using sodium-sulphur batteries.

"We are very serious in the research department about the practicality of these concepts, but (production) is not our decision to make," said Heiko Barske, VW's executive director of research. "We must see what the market thinks."

The Chico has a tiny rear storage area, but space up front is ample.

## AUTO SHUTOFF

VW's environmental research has been tightly focused on the twin goals of saving fuel and reducing emissions, Barske said. Much of that conceptual aim found its practical footing when VW researchers and engineers decided to push for, and developed, a way to switch engines off when not needed, and to smoothly put them back on line when power is needed.

"If you think about it, we don't need constant engine power for most of the driving we do. We're either coasting in slow traffic, or stopped with the engine running, wasting tremendous amounts of fuel," Barske said.

In tests, VW says the Eco-Golf engine shuts off and restarts an average of 66 times every 19 miles. Despite the down time, Eco-Golf's average speeds over the urban test circuit matched or exceeded those of standard Golfs.

A single clutch unit in the Eco-Golf controls the 1.6-liter diesel, shutting the engine off or restarting it in response to throttle pressure and gear-shift position. The engine stays engaged in first and reverse gears, to allow for parking and maneuvering.

VW researchers worked on the technology for several years before they were finally able to install it in practical fashion, Barske said last week.

"VW engineers are still working to overcome one barrier to widespread acceptance of the technology, however: because of their slower starting characteristics, gasoline engines are not readily suitable for on-off driving. One avenue being explored by VW engineers is the addition of a flywheel between engine and clutch unit. This would keep the engine rotating at the high rpms needed for faster starts."

Another drawback, that some drivers could be unsettled by loss of engine noise, could be overcome by equipping inertia/drive vehicles with sound simulators, engineers say.

## A CITY CAR

With the Chico, Barske and his staff appear to have crafted a theme statement for their many ideas on the future of urban driving. Indeed, VW says the Chico could form the basis of an entirely new class of car.

Small (126 inches long, 64 inches wide), light (1,727 pounds) and fuel efficient, the hybrid nonetheless is stylish, roomy and practical. The prototype seats two adults comfortably in what VW says is a Golf-sized front compartment, and two small children in the back. A

see CHICO, 43

# New-truck prices rise as rules proliferate

JOSEPH BOHN
*Truck Editor*

A spate of governmental regulations could send light-truck prices spiraling in the 1990s.

Over the past decade, light trucks became a profitable 5-million-unit-a-year market.

Now, some industry officials privately fret that new standards, designed to bring trucks under the same safety regulations as cars, could undermine the market by pricing trucks too high.

An erosion of this market would be particularly devastating to domestic manufacturers since the Big 3 still have 79.4 percent of the light-truck market compared to only 58.9 percent of the car market, based on calendar year sales through August.

The exemption of light trucks from some key regulations such as side impact protection has helped hold prices down.

In 1989 the average new-truck transaction price was $300 less than for a car: $15,100 vs. $15,400, according to the National Automobile Dealers Association.

But that is changing rapidly.

New-truck prices rose faster than car prices in 1990 and are expected to continue doing so through the mid-1990s.

In 1990, truck deals were only $100 less, according to NADA surveys: $15,800 vs. $15,900.

For fall, Ford tagged the 1992 Econoline/Club Wagon with a 9.5 percent price hike. They are the first Ford trucks with an air bag, and they were designed to meet new regulations like Federal Motor Vehicle Safety Standard 208, which required more protection for light-truck occupants.

General Motors hasn't priced its

see RULES, 47

## NHTSA RULES FOR LIGHT TRUCKS

**1992 MODEL YEAR**
FINAL RULES:
- FMVSS 102: Requires all gear positions be shown in one spot
- FMVSS 201: Allows 12 mph headform impact speed with air bags
- FMVSS 202: Requires head restraints
- FMVSS 204: Includes trucks up to 5,500 lbs. in steering column crash law
- FMVSS 205: Allows new types of plastic glazing with proper tests
- FMVSS 208: Requires rear outboard lap/shoulder belts; requires dynamic testing for manual front outboard seat belts; provides for removal of lap/shoulder belts with removable seats

FINAL RULE NOT YET ISSUED:
- FMVSS 207: Changes seat system test procedure

**1993 MODEL YEAR**
FINAL RULES:
- FMVSS 114: Provides for locking automatic transmissions with key removal
- FMVSS 118: Extends power window system requirements to all trucks
- FMVSS 210: Changes the minimum lap belt angle

FINAL RULE NOT YET ISSUED:
- FMVSS 108: Allows combination of center high-mounted stop and cargo lights
- FMVSS 208: Requires locking belt for child seat restraints throughout truck
- FMVSS 210: Expands the definition of a seat belt anchorage (Definition clarifying "seating reference point" still required)

**1994 MODEL YEAR**
FINAL RULES:
- FVMSS 108: Requires center high mounted stop lamp
- FMVSS 214: Requires side door strength
- FVMSS 216: Requires roof crush performance

FINAL RULE NOT YET ISSUED:
- FMVSS 210: Labels the people and weight truck carries and its tires

**1995 MODEL YEAR**
FINAL RULE:
- Begins air bag phase-in requirement; two bags per truck by 1999

**RULES IN PROCESS**
(No model year specified)
- FMVSS 101: Covers steering wheel mounted controls
- FMVSS 203: Revises, clarifies positioning of torso for compliance tests
- FMVSS 205: Permits wider use of glass plastic glazing
- FMVSS 209: Sets test requirements for retractor assemblies
- FMVSS 221: Governs school bus body strengths for under 10,000-lb. gvw
- ALTERNATE FUELS: Relates to fuel system integrity

Source: Vehicle Safety, Patent and Legal Liaison Department of GM Truck & Bus Group

# By all measures, August was a bummer

**TOP 10 SELLERS, AUGUST 1991**

| | Sales |
|---|---|
| 1. Honda Accord | 37,027 |
| 2. Ford F-series pickup | 33,692 |
| 3. Chevrolet C/K pickup | 31,850 |
| 4. Honda Civic | 28,171 |
| 5. Toyota Camry | 24,756 |
| 6. Ford Escort | 22,195 |
| 7. Ford Ranger | 20,906 |
| 8. Ford Taurus | 20,408 |
| 9. Toyota Corolla | 20,331 |
| 10. Ford Explorer | 20,301 |

Source: Automotive News Data Center

JIM HENRY
*Staff Reporter*

NEW YORK — As disappointing as sales have been this year, at least the seasonally adjusted annual selling rate improved every month — until August. The August rate of 12.2 million vehicles was well below July's 13.5 million rate, reversing that one positive trend.

How bad is it? Going-out-of-business sales put Sterling Motor Cars and Peugeot Motors of America among the few big industry gainers for the month.

AUGUST SALES TABLES
August sales, by maker ➤ 44
Year-to-date, by maker ➤ 44
All trucks, by model ➤ 45
Domestic cars, by model ➤ 45

Sterling, which is offering dealer incentives up to $8,000 or zero-interest financing, nearly doubled sales for the year-ago month. And Peugeot sales rose 60.7 percent,

see SALES, 44

## U.S. CAR AND LIGHT-TRUCK SALES, AUGUST — 1991 vs. 1990 (ranked by car and light-truck total sales)

| Make | Car Sales 1991 | Car Sales 1990 | 1991 Share | 1990 Share | Truck Sales 1991 | Truck Sales 1990 | 1991 Share | 1990 Share | Car & Truck Totals 1991 | Car & Truck Totals 1990 | % Share of Total Car & Truck Market 1991 | % Share of Total Car & Truck Market 1990 | Changes Share (Points) | Changes Sales (Percent) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ford | 90,188 | 107,789 | 13.1% | 13.7% | 100,748 | 117,440 | 28.2% | 30.1% | 190,936 | 225,229 | 18.2% | 19.2% | −0.9% | −15.2% |
| Chevrolet/Geo† | 84,708 | 105,320 | 12.3% | 13.4% | 89,873 | 106,335 | 25.2% | 27.3% | 174,581 | 211,655 | 16.7% | 18.0% | −1.3% | −17.5% |
| Toyota | 65,894 | 80,774 | 9.5% | 10.3% | 28,900 | 32,232 | 8.1% | 8.3% | 94,794 | 113,006 | 9.0% | 9.6% | −0.6% | −16.1% |
| Honda | 68,207 | 65,188 | 9.9% | 8.3% | – | – | – | – | 68,207 | 65,188 | 6.5% | 5.5% | 1.0% | 4.6% |
| Dodge | 21,299 | 28,395 | 3.1% | 3.6% | 32,701 | 30,322 | 9.2% | 7.8% | 54,000 | 58,717 | 5.2% | 5.0% | 0.2% | −8.0% |
| Nissan | 36,747 | 39,459 | 5.3% | 5.0% | 16,116 | 16,418 | 4.5% | 4.2% | 52,863 | 55,877 | 5.0% | 4.8% | 0.3% | −5.4% |
| Buick | 42,291 | 41,643 | 6.1% | 5.3% | – | – | – | – | 42,291 | 41,643 | 4.0% | 3.5% | 0.5% | 1.6% |
| Oldsmobile | 36,277 | 35,673 | 5.3% | 4.5% | 2,987 | 3,064 | 0.8% | 0.8% | 39,264 | 38,737 | 3.7% | 3.3% | 0.5% | 1.4% |
| Pontiac | 35,494 | 53,760 | 5.1% | 6.8% | 1,909 | 2,672 | 0.5% | 0.7% | 37,403 | 56,432 | 3.6% | 4.8% | −1.2% | −33.7% |
| Mazda | 20,898 | 23,091 | 3.0% | 2.9% | 14,462 | 11,681 | 4.1% | 3.0% | 35,360 | 34,772 | 3.4% | 3.0% | 0.4% | 1.7% |
| Mercury | 31,668 | 34,078 | 4.6% | 4.3% | – | – | – | – | 31,668 | 34,078 | 3.0% | 2.9% | 0.1% | −7.1% |
| Plymouth | 17,227 | 18,737 | 2.5% | 2.4% | 14,123 | 11,795 | 4.0% | 3.0% | 31,350 | 30,532 | 3.0% | 2.6% | 0.4% | 2.7% |
| GMC | – | – | – | – | 25,130 | 27,922 | 7.0% | 7.2% | 25,130 | 27,922 | 2.4% | 2.4% | 0.0% | −10.0% |
| Cadillac | 15,777 | 18,732 | 2.3% | 2.4% | – | – | – | – | 15,777 | 18,732 | 1.5% | 1.6% | −0.1% | −15.8% |
| Jeep | – | – | – | – | 15,574 | 15,910 | 4.4% | 4.1% | 15,574 | 15,910 | 1.5% | 1.4% | 0.1% | −2.1% |
| Mitsubishi | 12,837 | 8,791 | 1.9% | 1.1% | 2,387 | 3,681 | 0.7% | 0.9% | 15,224 | 12,472 | 1.5% | 1.1% | 0.4% | 22.1% |
| Hyundai | 13,406 | 12,879 | 1.9% | 1.6% | – | – | – | – | 13,406 | 12,879 | 1.3% | 1.1% | 0.2% | 4.1% |
| Acura | 12,734 | 12,881 | 1.8% | 1.6% | – | – | – | – | 12,734 | 12,881 | 1.2% | 1.1% | 0.1% | -1.1% |
| Lincoln | 12,574 | 17,602 | 1.8% | 2.2% | – | – | – | – | 12,574 | 17,602 | 1.2% | 1.5% | −0.3% | −28.6% |
| Isuzu | 1,108 | 437 | 0.2% | 0.1% | 9,448 | 7,566 | 2.6% | 1.9% | 10,556 | 8,003 | 1.0% | 0.7% | 0.3% | 31.9% |
| VW | 8,578 | 11,695 | 1.2% | 1.5% | 479 | 643 | 0.1% | 0.2% | 9,057 | 12,338 | 0.9% | 1.0% | −0.2% | −26.6% |
| Subaru | 8,039 | 11,757 | 1.2% | 1.5% | – | – | – | – | 8,039 | 11,757 | 0.8% | 1.0% | −0.2% | −31.6% |
| Chrysler | 6,784 | 13,015 | 1.0% | 1.7% | 222 | 201 | 0.1% | 0.1% | 7,006 | 13,216 | 0.7% | 1.1% | −0.5% | −47.0% |
| Saturn | 7,000 | 0 | 1.0% | 0.0% | – | – | – | – | 7,000 | 0 | 0.7% | 0.0% | 0.7% | – |
| Volvo | 6,335 | 8,548 | 0.9% | 1.1% | – | – | – | – | 6,335 | 8,548 | 0.6% | 0.7% | −0.1% | −25.9% |
| Lexus | 6,252 | 6,111 | 0.9% | 0.8% | – | – | – | – | 6,252 | 6,111 | 0.6% | 0.5% | 0.1% | 2.3% |
| Eagle | 5,512 | 6,129 | 0.8% | 0.8% | – | – | – | – | 5,512 | 6,129 | 0.5% | 0.5% | 0.0% | −10.1% |
| BMW | 5,233 | 5,240 | 0.8% | 0.7% | – | – | – | – | 5,233 | 5,240 | 0.5% | 0.4% | 0.1% | −0.1% |
| Mercedes | 5,076 | 6,400 | 0.7% | 0.8% | – | – | – | – | 5,076 | 6,400 | 0.5% | 0.5% | −0.1% | −20.7% |
| Infiniti | 4,802 | 1,934 | 0.7% | 0.2% | – | – | – | – | 4,802 | 1,934 | 0.5% | 0.2% | 0.3% | 148.3% |
| Saab | 2,424 | 2,386 | 0.4% | 0.3% | – | – | – | – | 2,424 | 2,386 | 0.2% | 0.2% | 0.0% | 1.6% |
| Suzuki | 484 | 668 | 0.1% | 0.1% | 1,302 | 862 | 0.4% | 0.2% | 1,786 | 1,530 | 0.2% | 0.1% | 0.0% | 16.7% |
| Jaguar | 1,237 | 1,509 | 0.2% | 0.2% | – | – | – | – | 1,237 | 1,509 | 0.1% | 0.1% | 0.0% | −18.0% |
| Audi | 830 | 1,852 | 0.1% | 0.2% | – | – | – | – | 830 | 1,852 | 0.1% | 0.2% | −0.1% | −55.2% |
| Daihatsu | 485 | 1,106 | 0.1% | 0.1% | 234 | 509 | 0.1% | 0.1% | 719 | 1,615 | 0.1% | 0.1% | −0.1% | −55.5% |
| Peugeot | 577 | 359 | 0.1% | 0.0% | – | – | – | – | 577 | 359 | 0.1% | 0.0% | 0.0% | 60.7% |
| Sterling | 481 | 247 | 0.1% | 0.0% | – | – | – | – | 481 | 247 | 0.0% | 0.0% | 0.0% | 94.7% |
| Yugo | 318 | 452 | 0.0% | 0.1% | – | – | – | – | 318 | 452 | 0.0% | 0.0% | 0.0% | −29.6% |
| Range Rover | – | – | – | – | 311 | 426 | 0.1% | 0.1% | 311 | 426 | 0.0% | 0.0% | 0.0% | −27.0% |
| Alfa Romeo | 308 | 404 | 0.0% | 0.1% | – | – | – | – | 308 | 404 | 0.0% | 0.0% | 0.0% | −23.8% |
| Porsche | 307 | 658 | 0.0% | 0.1% | – | – | – | – | 307 | 658 | 0.0% | 0.1% | 0.0% | −53.3% |
| Other* | 167 | 195 | 0.0% | 0.0% | – | – | – | – | 167 | 195 | 0.0% | 0.0% | 0.0% | −14.36% |
| **TOTAL** | **690,563** | **785,894** | **100.0%** | **100.0%** | **356,906** | **389,679** | **100.0%** | **100.0%** | **1,047,469** | **1,175,573** | **100.0%** | **100.0%** | **0.0%** | **−10.9%** |
| **TOTAL BIG 3** | **406,799** | **480,873** | **58.9%** | **61.2%** | **283,267** | **315,661** | **79.4%** | **81.0%** | **690,066** | **796,534** | **65.9%** | **67.8%** | **−1.9%** | **−13.4%** |
| **TOTAL JAPAN** | **238,487** | **252,197** | **34.5%** | **32.1%** | **72,849** | **72,949** | **20.4%** | **18.7%** | **311,336** | **325,146** | **29.7%** | **27.7%** | **2.1%** | **−4.2%** |
| **TOTAL EUROPE** | **31,871** | **39,945** | **4.6%** | **5.1%** | **790** | **1,069** | **0.2%** | **0.3%** | **32,661** | **41,014** | **3.1%** | **3.5%** | **−0.4%** | **−20.4%** |
| GM | 221,547 | 255,128 | 32.1% | 32.5% | 119,899 | 139,993 | 33.6% | 35.9% | 341,446 | 395,121 | 32.6% | 33.6% | −1.0% | −13.6% |
| Ford | 134,430 | 159,469 | 19.5% | 20.3% | 100,748 | 117,440 | 28.2% | 30.1% | 235,178 | 276,909 | 22.5% | 23.6% | −1.1% | −15.1% |
| Chrysler | 50,822 | 66,276 | 7.4% | 8.4% | 62,620 | 58,228 | 17.5% | 14.9% | 113,442 | 124,504 | 10.8% | 10.6% | 0.2% | −8.9% |
| Toyota/Lexus | 72,146 | 86,885 | 10.4% | 11.1% | 28,900 | 32,232 | 8.1% | 8.3% | 101,046 | 119,117 | 9.6% | 10.1% | −0.5% | −15.2% |
| Honda/Acura | 80,941 | 78,069 | 11.7% | 9.9% | – | – | – | – | 80,941 | 78,069 | 7.7% | 6.6% | 1.1% | 3.7% |
| Nissan/Infiniti | 41,549 | 41,393 | 6.0% | 5.3% | 16,116 | 16,418 | 4.5% | 4.2% | 57,665 | 57,811 | 5.5% | 4.9% | 0.6% | −0.3% |
| VW/Audi | 9,408 | 13,547 | 1.4% | 1.7% | 479 | 643 | 0.1% | 0.2% | 9,887 | 14,190 | 0.9% | 1.2% | −0.3% | −30.3% |
| *†Geo* | *26,387* | *25,419* | *3.8%* | *3.2%* | *3,046* | *3,176* | *0.9%* | *0.8%* | *29,433* | *28,595* | *2.8%* | *2.4%* | *0.4%* | *2.9%* |
| *Made by Japan*** | *270,658* | *281,655* | *39.2%* | *35.8%* | *74,803* | *76,873* | *21.0%* | *19.7%* | *345,461* | *358,528* | *33.0%* | *30.5%* | *2.5%* | *−3.6%* |

*Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

## U.S. CAR AND LIGHT-TRUCK SALES, 8 MONTHS - 1991 vs. 1990

| Make | Car Sales 1991 | Car Sales 1990 | 1991 Share | 1990 Share | Truck Sales 1991 | Truck Sales 1990 | 1991 Share | 1990 Share | Car & Truck Totals 1991 | Car & Truck Totals 1990 | % Share of Total Car & Truck Market 1991 | % Share of Total Car & Truck Market 1990 | Changes Share (Points) | Changes Sales (Percent) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Chevrolet/Geo† | 825,540 | 979,656 | 14.7% | 15.2% | 726,733 | 882,099 | 26.0% | 27.3% | 1,552,273 | 1,861,755 | 18.5% | 19.3% | −0.8% | −16.6% |
| Ford | 734,974 | 921,309 | 13.1% | 14.3% | 802,308 | 970,910 | 28.7% | 30.0% | 1,537,282 | 1,892,219 | 18.3% | 19.6% | −1.3% | −18.8% |
| Toyota | 459,610 | 499,093 | 8.2% | 7.8% | 182,148 | 190,033 | 6.5% | 5.9% | 641,758 | 689,126 | 7.6% | 7.1% | 0.5% | −6.9% |
| Dodge | 214,565 | 227,573 | 3.8% | 3.5% | 307,007 | 337,704 | 11.0% | 10.4% | 521,572 | 565,277 | 6.2% | 5.8% | 0.4% | −7.7% |
| Honda | 449,187 | 495,725 | 8.0% | 7.7% | – | – | – | – | 449,187 | 495,725 | 5.4% | 5.1% | 0.2% | −9.4% |
| Nissan | 256,789 | 292,960 | 4.6% | 4.6% | 115,452 | 119,480 | 4.1% | 3.7% | 372,241 | 412,440 | 4.4% | 4.3% | 0.2% | −9.7% |
| Buick | 369,039 | 358,595 | 6.6% | 5.6% | – | – | – | – | 369,039 | 358,595 | 4.4% | 3.7% | 0.7% | 2.9% |
| Pontiac | 345,963 | 444,189 | 6.2% | 6.9% | 15,148 | 21,254 | 0.5% | 0.7% | 361,111 | 465,443 | 4.3% | 4.8% | −0.5% | −22.4% |
| Oldsmobile | 295,078 | 350,333 | 5.3% | 5.4% | 20,628 | 16,964 | 0.7% | 0.5% | 315,706 | 367,297 | 3.8% | 3.8% | 0.0% | −14.0% |
| Mercury | 258,132 | 267,957 | 4.6% | 4.2% | – | – | – | – | 258,132 | 267,957 | 3.1% | 2.8% | 0.3% | −3.7% |
| Mazda | 161,550 | 162,533 | 2.9% | 2.5% | 85,757 | 86,318 | 3.1% | 2.7% | 247,307 | 248,851 | 2.9% | 2.6% | 0.4% | −0.6% |
| Plymouth | 126,278 | 166,946 | 2.3% | 2.6% | 116,915 | 121,479 | 4.2% | 3.8% | 243,193 | 288,425 | 2.9% | 3.0% | −0.1% | −15.7% |
| GMC | – | – | 0.0% | 0.0% | 192,885 | 229,428 | 6.9% | 7.1% | 192,885 | 229,428 | 2.3% | 2.4% | −0.1% | −15.9% |
| Cadillac | 136,121 | 172,359 | 2.4% | 2.7% | – | – | – | – | 136,121 | 172,359 | 1.6% | 1.8% | −0.2% | −21.0% |
| Mitsubishi | 110,792 | 110,179 | 2.0% | 1.7% | 19,377 | 29,108 | 0.7% | 0.9% | 130,169 | 139,287 | 1.6% | 1.4% | 0.1% | −6.5% |
| Lincoln | 123,513 | 158,797 | 2.2% | 2.5% | – | – | – | – | 123,513 | 158,797 | 1.5% | 1.6% | −0.2% | −22.2% |
| Jeep | – | – | 0.0% | 0.0% | 117,277 | 137,121 | 4.2% | 4.2% | 117,277 | 137,121 | 1.4% | 1.4% | 0.0% | −14.5% |
| Acura | 97,729 | 97,783 | 1.7% | 1.5% | – | – | – | – | 97,729 | 97,783 | 1.2% | 1.0% | 0.2% | −0.1% |
| Chrysler | 79,748 | 130,967 | 1.4% | 2.0% | 2,461 | 1,978 | 0.1% | 0.1% | 82,209 | 132,945 | 1.0% | 1.4% | −0.4% | −38.2% |
| Hyundai | 81,852 | 93,421 | 1.5% | 1.5% | – | – | – | – | 81,852 | 93,421 | 1.0% | 1.0% | 0.0% | −12.4% |
| Isuzu | 9,308 | 2,633 | 0.2% | 0.0% | 66,951 | 69,585 | 2.4% | 2.2% | 76,259 | 72,218 | 0.9% | 0.7% | 0.2% | 5.6% |
| Subaru | 73,883 | 73,176 | 1.3% | 1.1% | – | – | – | – | 73,883 | 73,176 | 0.9% | 0.8% | 0.1% | 1.0% |
| VW | 66,260 | 91,690 | 1.2% | 1.4% | 4,089 | 5,010 | 0.1% | 0.2% | 70,349 | 96,700 | 0.8% | 1.0% | −0.2% | −27.3% |
| Volvo | 51,357 | 65,884 | 0.9% | 1.0% | – | – | – | – | 51,357 | 65,884 | 0.6% | 0.7% | −0.1% | −22.0% |
| Lexus | 41,100 | 40,146 | 0.7% | 0.6% | – | – | – | – | 41,100 | 40,146 | 0.5% | 0.4% | 0.1% | 2.4% |
| Saturn | 40,858 | 0 | 0.7% | 0.0% | – | – | – | – | 40,858 | 0 | 0.5% | 0.0% | 0.5% | – |
| Eagle | 39,849 | 42,571 | 0.7% | 0.7% | – | – | – | – | 39,849 | 42,571 | 0.5% | 0.4% | 0.0% | −6.4% |
| Mercedes | 38,253 | 48,991 | 0.7% | 0.8% | – | – | – | – | 38,253 | 48,991 | 0.5% | 0.5% | −0.1% | −21.9% |
| BMW | 34,031 | 41,436 | 0.6% | 0.6% | – | – | – | – | 34,031 | 41,436 | 0.4% | 0.4% | 0.0% | −17.9% |
| Infiniti | 25,832 | 13,309 | 0.5% | 0.2% | – | – | – | – | 25,832 | 13,309 | 0.3% | 0.1% | 0.2% | 94.1% |
| Saab | 18,499 | 19,267 | 0.3% | 0.3% | – | – | – | – | 18,499 | 19,267 | 0.2% | 0.2% | 0.0% | −4.0% |
| Suzuki | 3,599 | 4,358 | 0.1% | 0.1% | 11,563 | 10,124 | 0.4% | 0.3% | 15,162 | 14,482 | 0.2% | 0.1% | 0.0% | 4.7% |
| Audi | 7,846 | 14,497 | 0.1% | 0.2% | – | – | – | – | 7,846 | 14,497 | 0.1% | 0.1% | −0.1% | −45.9% |
| Daihatsu | 4,362 | 7,807 | 0.1% | 0.1% | 2,079 | 3,359 | 0.1% | 0.1% | 6,441 | 11,166 | 0.1% | 0.1% | 0.0% | −42.3% |
| Jaguar | 6,412 | 12,369 | 0.1% | 0.2% | – | – | – | – | 6,412 | 12,369 | 0.1% | 0.1% | −0.1% | −48.2% |
| Porsche | 3,151 | 6,539 | 0.1% | 0.1% | – | – | – | – | 3,151 | 6,539 | 0.0% | 0.1% | 0.0% | −51.8% |
| Peugeot | 2,817 | 3,072 | 0.1% | 0.0% | – | – | – | – | 2,817 | 3,072 | 0.0% | 0.0% | 0.0% | −8.3% |
| Alfa Romeo | 2,672 | 2,232 | 0.0% | 0.0% | – | – | – | – | 2,672 | 2,232 | 0.0% | 0.0% | 0.0% | 19.7% |
| Sterling | 2,359 | 2,856 | 0.0% | 0.0% | – | – | – | – | 2,359 | 2,856 | 0.0% | 0.0% | 0.0% | −17.4% |
| Range Rover | – | – | 0.0% | 0.0% | 1,950 | 2,952 | 0.1% | 0.1% | 1,950 | 2,952 | 0.0% | 0.0% | 0.0% | −33.9% |
| Yugo | 1,825 | 4,736 | 0.0% | 0.1% | – | – | – | – | 1,825 | 4,736 | 0.0% | 0.0% | 0.0% | −61.5% |
| Other* | 1,682 | 1,710 | 0.0% | 0.0% | – | – | – | – | 1,682 | 1,710 | 0.0% | 0.0% | −1.6% | 0.0% |
| **TOTAL** | **5,602,415** | **6,429,854** | **100.0%** | **100.0%** | **2,790,728** | **3,234,906** | **100.0%** | **100.0%** | **8,393,143** | **9,664,760** | **100.0%** | **100.0%** | **0.0%** | **−13.2%** |
| **TOTAL BIG 3** | **3,589,658** | **4,221,252** | **64.1%** | **65.7%** | **2,301,362** | **2,718,937** | **82.5%** | **84.0%** | **5,891,020** | **6,940,189** | **70.2%** | **71.8%** | **−1.6%** | **−15.1%** |
| **TOTAL JAPAN** | **1,693,741** | **1,799,702** | **30.2%** | **28.0%** | **483,327** | **508,007** | **17.3%** | **15.7%** | **2,177,068** | **2,307,709** | **25.9%** | **23.9%** | **2.1%** | **−5.7%** |
| **TOTAL EUROPE** | **237,164** | **315,479** | **4.2%** | **4.9%** | **6,039** | **7,962** | **0.2%** | **0.2%** | **243,203** | **323,441** | **2.9%** | **3.3%** | **−0.4%** | **−24.8%** |
| GM | 2,012,599 | 2,305,132 | 35.9% | 35.9% | 955,394 | 1,149,745 | 34.2% | 35.5% | 2,967,993 | 3,454,877 | 35.4% | 35.7% | −0.4% | −14.1% |
| Ford | 1,116,619 | 1,348,063 | 19.9% | 21.0% | 802,308 | 970,910 | 28.7% | 30.0% | 1,918,927 | 2,318,973 | 22.9% | 24.0% | −1.1% | −17.3% |
| Chrysler | 460,440 | 568,057 | 8.2% | 8.8% | 543,660 | 598,282 | 19.5% | 18.5% | 1,004,100 | 1,166,339 | 12.0% | 12.1% | −0.1% | −13.9% |
| Toyota/Lexus | 500,710 | 539,239 | 8.9% | 8.4% | 182,148 | 190,033 | 6.5% | 5.9% | 682,858 | 729,272 | 8.1% | 7.5% | 0.6% | −6.4% |
| Honda/Acura | 546,916 | 593,508 | 9.8% | 9.2% | – | – | – | – | 546,916 | 593,508 | 6.5% | 6.1% | 0.4% | −7.9% |
| Nissan/Infiniti | 282,621 | 306,269 | 5.0% | 4.8% | 115,452 | 119,480 | 4.1% | 3.7% | 398,073 | 425,749 | 4.7% | 4.4% | 0.3% | −6.5% |
| VW/Audi | 74,106 | 106,187 | 1.3% | 1.7% | 4,089 | 5,010 | 0.1% | 0.2% | 78,195 | 111,197 | 0.9% | 1.2% | −0.2% | −29.7% |
| *†Geo* | *183,269* | *201,003* | *3.3%* | *3.1%* | *22,835* | *23,324* | *0.8%* | *0.7%* | *206,104* | *224,327* | *2.5%* | *2.3%* | *0.1%* | *−8.1%* |
| *Made by Japan*** | *1,914,744* | *2,030,802* | *34.2%* | *31.6%* | *501,764* | *540,719* | *18.0%* | *16.7%* | *2,416,508* | *2,571,521* | *28.8%* | *26.6%* | *2.2%* | *−6.0%* |

*Includes 1991 estimated sales of 640-Ferrari, 522-Rolls/Bentley, 216-Lotus, 160-Maserati, 104-Lamborghini, and 40-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

# SALES

FROM PAGE 4

with dealer incentives of $5,000 to $6,000. Both companies announced last month they were ceasing U.S. imports.

As their star sets, another rises. Infiniti led all nameplates for the month with a gain of 148.3 percent, compared to slow year-ago sales.

Monthly unit sales were 1,047,469 cars and trucks, 10.9 percent below the year-ago month. And the year-ago month was a poor one, following the invasion of Kuwait by Iraq.

Year-to-date sales were 8,393,143, 13.2 percent behind the year-ago period.

### ■ BIG 3 DECLINE

Sales for the U.S. Big 3 declined 13.4 percent for August. General Motors Corp. fell 13.6 percent for the month, despite gains by Buick and Oldsmobile. Chevrolet/Geo sales were 17.5 percent below the year-ago month, although the Geo portion was up 2.9 percent.

Saturn sales of 7,000 were all plus for GM, there being no year-ago sales, but the figure was sharply down from July Saturn sales of 8,538.

Ford Division outsold Chevrolet/Geo for the top industry spot for the first time since March. Nevertheless, Ford Division sales were down 15.2 percent for the month, about the same as the Ford Motor Co. drop of 15.1 percent.

Chrysler Corp. sales dropped 8.9 percent for the month, but Chrysler's light trucks, including minivans, were up 7.5 percent. Light-truck sales rose for both Dodge and Plymouth and were just shy of even for Jeep.

For the truck market, Dodge, Plymouth and Mazda all gained a point or more of share, taking it mostly from Ford and Chevrolet.

### ■ JAPANESE GAIN SHARE

Sales for the Japanese nameplates were down 4.2 percent, contributing to another increase in market share. Japanese brands owned 29.7 percent of the car and light-truck market, up 2.1 points from a year earlier.

Besides Infiniti, nameplates that posted higher sales than the year-ago month included Honda, Mazda, Mitsubishi, Isuzu, Lexus and Suzuki.

Hyundai Motor America sales also improved, up 4.1 percent for the month.

Sales for American Honda Motor Co. Inc. jumped 3.7 percent in August, as Honda sales rose 4.6 percent and Acura fell 1.1 percent.

Monthly sales for Nissan Motor Corp. in USA fell only 0.3 percent, thanks to the momentum at Infiniti. Nissan Division sales were down 5.4 percent for the month.

Toyota Motor Sales USA Inc. vehicle sales were 15.2 percent below the year-ago month, but August 1990 was Toyota's best month of the year. Lexus sales were up 2.3 percent for the month, closely matching the pace for Lexus sales year to date.

Lexus outsold both Mercedes-Benz of North America and BMW of North America in August. BMW's August sales were 0.1 percent below the year-ago month, so BMW just missed posting its second month in a row with higher sales than the year-ago. BMW introduced a new 325i in June.

## DOMESTIC CAR SALES, AUGUST & YTD

| | August 1991 | August 1990 | 8 Mos., 1991 | 8 Mos., 1990 |
|---|---|---|---|---|
| Summit | 1,034 | 0 | 5,292 | 0 |
| Talon | 2,755 | 1,980 | 21,130 | 18,808 |
| Premier | 884 | 3,198 | 7,896 | 13,434 |
| **Total Eagle** | **4,673** | **5,178** | **34,318** | **32,242** |
| Horizon | 0 | 505 | 505 | 11,015 |
| Laser | 2,930 | 2,735 | 20,323 | 29,951 |
| Sundance | 6,084 | 6,579 | 31,118 | 41,304 |
| Reliant | 0 | 0 | 0 | 2,371 |
| Acclaim* | 6,208 | 7,056 | 63,066 | 68,256 |
| **Total Plymouth** | **15,222** | **16,875** | **115,012** | **152,897** |
| LeBaron A* | 1,576 | 3,440 | 11,932 | 22,590 |
| LeBaron J | 1,667 | 3,900 | 25,986 | 41,587 |
| LeBaron GTS | 0 | 0 | 0 | 1,544 |
| Fifth Avenue (rwd) | 0 | 0 | 0 | 740 |
| Fifth Avenue (fwd) | 2,074 | 2,589 | 25,097 | 22,397 |
| Imperial | 513 | 723 | 6,689 | 7,763 |
| New Yorker C | 890 | 2,104 | 9,181 | 30,872 |
| **Total Chrysler** | **5,720** | **12,756** | **78,885** | **127,493** |
| Omni | 0 | 490 | 561 | 10,879 |
| Shadow | 7,677 | 6,998 | 50,578 | 47,233 |
| Monaco | 736 | 1,898 | 6,065 | 6,424 |
| Daytona | 996 | 2,691 | 9,911 | 24,322 |
| Aries | 0 | 0 | 0 | 1,915 |
| Lancer | 0 | 0 | 0 | 1,081 |
| Spirit* | 4,473 | 5,782 | 53,076 | 56,634 |
| Dynasty | 3,638 | 8,359 | 67,906 | 63,933 |
| **Total Dodge** | **17,520** | **26,218** | **188,097** | **212,421** |
| **CHRYSLER CORP.** | **44,135** | **61,027** | **416,312** | **525,053** |
| Escort* | 22,195 | 25,221 | 167,776 | 188,432 |
| Mustang | 7,620 | 11,010 | 55,413 | 87,232 |
| Tempo | 18,100 | 16,081 | 124,673 | 152,163 |
| Taurus | 20,408 | 26,310 | 202,013 | 217,796 |
| Thunderbird | 5,179 | 7,031 | 50,531 | 73,044 |
| Probe | 8,113 | 8,118 | 60,821 | 86,986 |
| Crown Victoria | 5,631 | 9,434 | 48,659 | 76,279 |
| **Total Ford Div.** | **87,246** | **103,205** | **709,886** | **881,932** |
| Topaz | 4,060 | 5,549 | 40,281 | 52,304 |
| Sable | 7,169 | 7,909 | 67,546 | 66,777 |
| Cougar | 7,125 | 5,375 | 41,247 | 55,029 |
| Grand Marquis | 8,043 | 9,624 | 65,156 | 61,576 |
| **Total Mercury** | **26,397** | **28,457** | **214,230** | **244,989** |
| Continental | 4,345 | 5,149 | 35,763 | 41,927 |
| Town Car | 7,170 | 10,839 | 81,050 | 100,674 |
| Mark VII | 1,059 | 1,614 | 6,700 | 16,196 |
| **Total Lincoln** | **12,574** | **17,602** | **123,513** | **158,797** |
| **Total L-M Div.** | **38,971** | **46,059** | **337,743** | **403,786** |
| **FORD MOTOR CO.** | **126,217** | **149,264** | **1,047,629** | **1,285,718** |
| Skyhawk | 0 | 0 | 0 | 827 |
| Roadmaster | 4,577 | 0 | 23,198 | 0 |
| Somerset/Skylark | 2,550 | 6,072 | 48,919 | 66,235 |
| Century* | 10,967 | 8,036 | 89,099 | 75,613 |
| Regal | 7,927 | 8,004 | 74,843 | 55,662 |
| LeSabre | 7,352 | 12,710 | 62,238 | 106,368 |
| Reatta | 312 | 504 | 1,926 | 4,782 |
| Electra/Park Ave. | 7,700 | 4,349 | 59,205 | 34,437 |
| Riviera | 906 | 1,968 | 9,610 | 14,671 |
| **Total Buick** | **42,291** | **41,643** | **369,039** | **358,595** |
| Allante | 347 | 310 | 2,124 | 2,379 |
| Seville | 881 | 1,079 | 18,736 | 25,690 |
| DeVille | 11,635 | 13,864 | 90,444 | 105,175 |
| Brougham | 2,005 | 1,901 | 14,752 | 23,190 |
| Eldorado | 909 | 1,578 | 10,065 | 15,925 |
| **Total Cadillac** | **15,777** | **18,732** | **136,121** | **172,359** |
| Geo Metro | 6,406 | 6,060 | 45,645 | 21,035 |
| Geo Prizm | 10,699 | 9,929 | 69,639 | 79,870 |
| Cavalier* | 16,376 | 20,260 | 192,515 | 193,366 |
| Camaro | 5,129 | 7,691 | 35,884 | 59,053 |
| Celebrity | 0 | 2,657 | 613 | 26,368 |
| Corsica/Beretta | 16,992 | 19,144 | 163,498 | 206,230 |
| Lumina | 12,504 | 15,971 | 151,680 | 156,918 |
| Caprice | 6,103 | 12,629 | 86,159 | 119,852 |
| Corvette | 1,216 | 1,549 | 11,921 | 16,866 |
| **Total Chevrolet** | **75,425** | **95,890** | **757,554** | **879,558** |
| Calais | 3,583 | 6,074 | 40,935 | 69,574 |
| Cutlass Ciera* | 10,560 | 8,730 | 92,976 | 94,627 |
| Cutlass Supreme | 6,471 | 7,254 | 62,045 | 69,798 |
| 88 | 8,942 | 9,383 | 52,723 | 70,885 |
| 98 | 6,287 | 3,327 | 41,088 | 34,908 |
| Toronado | 434 | 905 | 5,311 | 10,541 |
| **Total Oldsmobile** | **36,277** | **35,673** | **295,078** | **350,333** |
| Sunbird | 5,377 | 11,026 | 63,407 | 76,522 |
| Firebird | 2,456 | 3,903 | 16,761 | 29,501 |
| Grand Am | 7,520 | 15,905 | 108,040 | 148,204 |
| Pontiac 6000 | 564 | 3,384 | 20,423 | 32,549 |
| Grand Prix | 8,209 | 9,376 | 70,810 | 81,849 |
| Bonneville H | 7,339 | 5,482 | 40,755 | 45,209 |
| **Total Pontiac** | **31,465** | **49,076** | **320,196** | **413,834** |
| **Total Saturn** | **7,000** | **0** | **40,856** | **0** |
| **GENERAL MOTORS** | **208,235** | **241,814** | **1,918,846** | **2,174,679** |
| Civic | 20,783 | 20,949 | 105,816 | 139,908 |
| Accord | 32,895 | 24,215 | 225,713 | 187,627 |
| **HONDA** | **53,678** | **45,164** | **331,529** | **327,535** |
| MX-6 | 980 | 2,696 | 17,929 | 21,297 |
| 626 | 5,385 | 6,645 | 42,076 | 30,030 |
| **MAZDA** | **6,365** | **9,341** | **60,005** | **52,481** |
| Eclipse | 4,298 | 3,907 | 36,608 | 34,668 |
| Mirage | 1,962 | 0 | 14,306 | 31 |
| **MITSUBISHI** | **6,260** | **3,907** | **50,914** | **34,699** |
| **NISSAN** Sentra* | **8,470** | **10,581** | **80,493** | **68,498** |
| Corolla | 17,156 | 16,269 | 91,259 | 96,432 |
| Camry | 22,664 | 25,529 | 141,504 | 148,651 |
| **TOYOTA** | **39,820** | **41,798** | **232,763** | **245,083** |
| **SUBARU** Legacy | **3,975** | **2,315** | **34,197** | **7,226** |
| **SUZUKI** Swift | **83** | **0** | **528** | **0** |
| **DOMESTIC TOTAL** | **497,238** | **564,411** | **4,173,216** | **4,720,964** |
| **IMPORT TOTAL** | **193,325** | **221,483** | **1,429,190** | **1,708,890** |
| **INDUSTRY TOTAL** | **690,563** | **785,894** | **5,602,415** | **6,429,854** |

*Includes units produced in Mexico.

# LUXURY

FROM PAGE 3

North America Inc. Those companies also must deal with the federal luxury tax on vehicles over $30,000.

Lotus' models include the Elan convertible, priced at $39,040, and Esprit Turbo SE, $86,750. Lotus is reportedly offering dealer incentives of $5,000 on each Elan, $11,000 on the Esprit Turbo and up to $15,000 on some specially equipped Esprit Turbos.

"It's particularly tough for a low-volume exotic," said Lotus spokesman Scott Sweeney. "When you sell automobiles as entertainment, as opposed to transportation — and without question a Lotus is not a necessity, it is a luxury — you're going to suffer if people let the economy dictate that decision."

Lotus' 1991 sales actually improved. For the January through July period, the company sold 218 units, compared with 156 in the same period last year. But Lotus had projected sales of 1,000 cars this year, relying on the addition of the new Elan convertible. The company later scaled back its sales estimate to about 600 units.

The other model it sells in the United States, the Esprit Turbo, was introduced in 1975 and restyled in 1988.

At the present sales rate, Lotus has enough 1991 models in U.S. stock to last through the 1992 model year. So the company is probably not going to introduce a new car until the 1993 model year, Sweeney said.

At Rolls-Royce, sales are down more than 50 percent this year. The company has cut its U.S. staff this year from about 100 to 70 through early retirements, a hiring freeze and layoffs.

New orders for Ferraris also are down, but retail deliveries are stable this year because Ferrari deliveries run so far behind orders. Ferarri spokesman Hugh Steward said 642 cars were delivered through August, about the same as last year, but the figure was inflated by a rush of orders last December to beat the luxury tax.

Martin Bennett of Thoroughbred Motorcars (Ferrari-Jaguar-Saab) in Nashville, Tenn., said the luxury tax turned Ferrari sales from "red-hot" to "very, very slow."

## LIGHT-DUTY TRUCK SALES, AUGUST & YTD

| | August 1991 | August 1990 | 8 Mos., 1991 | 8 Mos., 1990 |
|---|---|---|---|---|
| Town & Country | 222 | 201 | 2,461 | 1,978 |
| **Total Chrysler** | **222** | **201** | **2,461** | **1,978** |
| Vans | 3,121 | 4,076 | 31,883 | 40,619 |
| Ram Wagon | 654 | 1,012 | 12,898 | 16,506 |
| Caravan | 15,227 | 12,178 | 139,146 | 136,952 |
| Caravan C/V | 317 | 504 | 6,770 | 8,962 |
| Ram 50 | 284 | 748 | 2,851 | 8,296 |
| Raider | 0 | 0 | 0 | 1,092 |
| Ramcharger | 402 | 901 | 4,074 | 7,922 |
| Dakota | 6,280 | 5,112 | 53,644 | 52,757 |
| Pickups | 6,416 | 5,791 | 55,741 | 64,598 |
| **Total Dodge** | **32,701** | **30,322** | **307,007** | **337,704** |
| Voyager | 14,123 | 11,795 | 116,915 | 121,479 |
| **Total Plymouth** | **14,123** | **11,795** | **116,915** | **121,479** |
| Wrangler | 4,088 | 4,218 | 32,712 | 39,123 |
| Cherokee | 10,687 | 10,434 | 77,297 | 83,851 |
| Grand Wagoneer | 253 | 528 | 2,726 | 4,548 |
| Comanche | 546 | 730 | 4,542 | 9,599 |
| **Total Jeep** | **15,574** | **15,910** | **117,277** | **137,121** |
| **CHRYSLER CORP.** | **62,620** | **58,228** | **543,660** | **598,282** |
| Vans | 9,846 | 11,272 | 71,405 | 106,861 |
| Aerostar | 12,782 | 14,082 | 102,691 | 128,126 |
| Club Wagon | 1,351 | 1,383 | 14,391 | 14,699 |
| Ranger | 20,906 | 26,997 | 166,299 | 197,557 |
| Bronco | 1,870 | 3,427 | 17,201 | 36,033 |
| Bronco II/Explorer | 20,301 | 20,050 | 165,213 | 106,635 |
| Pickups | 33,692 | 40,229 | 265,108 | 380,999 |
| **FORD MOTOR CO.** | **100,748** | **117,440** | **802,308** | **970,910** |
| Vans | 7,096 | 7,007 | 55,931 | 73,870 |
| Sportsvan | 1,060 | 1,195 | 6,934 | 6,502 |
| Geo Tracker* | 3,046 | 3,176 | 22,835 | 23,324 |
| Astro | 6,824 | 8,862 | 74,269 | 87,362 |
| Lumina APV | 3,341 | 6,349 | 33,382 | 45,421 |
| S10 | 18,901 | 23,956 | 144,129 | 140,451 |
| S10 Blazer | 12,010 | 13,283 | 83,217 | 102,001 |
| Blazer | 883 | 1,138 | 7,382 | 12,066 |
| Suburban | 3,756 | 4,204 | 27,469 | 39,891 |
| Pickups | 31,850 | 35,926 | 258,521 | 333,842 |
| P-Model | 1,106 | 1,239 | 12,664 | 17,369 |
| **Total Chevrolet** | **89,873** | **106,335** | **726,733** | **882,099** |
| Vans | 3,095 | 3,012 | 22,519 | 26,550 |
| Safari | 2,741 | 3,198 | 23,376 | 24,210 |
| S15/Sonoma | 4,321 | 4,512 | 31,067 | 30,423 |
| S15 Jimmy | 2,743 | 3,594 | 19,913 | 25,555 |
| Jimmy | 228 | 342 | 1,897 | 3,507 |
| Suburban | 1,867 | 2,171 | 11,600 | 17,092 |
| Pickups | 9,781 | 10,699 | 79,920 | 99,360 |
| P Model | 233 | 227 | 1,730 | 1,836 |
| W4 | 121 | 167 | 863 | 895 |
| **Total GMC** | **25,130** | **27,922** | **192,885** | **229,428** |
| Silhouette | 1,778 | 3,064 | 13,407 | 16,964 |
| Bravada | 1,209 | 0 | 7,221 | 0 |
| **Total Oldsmobile** | **2,987** | **3,064** | **20,628** | **16,964** |
| Trans Sport | 1,909 | 2,672 | 15,148 | 21,254 |
| **Total Pontiac** | **1,909** | **2,672** | **15,148** | **21,254** |
| **GENERAL MOTORS** | **119,899** | **139,993** | **955,394** | **1,149,745** |
| **DAIHATSU** Rocky | **234** | **509** | **2,079** | **3,359** |
| Pickup* | 2,661 | 3,353 | 25,863 | 30,078 |
| Amigo | 826 | 851 | 5,566 | 7,346 |
| Trooper | 4,041 | 2,626 | 19,367 | 31,403 |
| Rodeo* | 1,920 | 736 | 16,155 | 758 |
| **ISUZU** | **9,448** | **7,566** | **66,951** | **69,585** |
| Pickup | 8,049 | 6,860 | 41,732 | 57,737 |
| MPV | 5,037 | 4,821 | 36,776 | 28,581 |
| Navajo* | 1,376 | 0 | 7,249 | 0 |
| **MAZDA** | **14,462** | **11,681** | **85,757** | **86,318** |
| Pickup | 1,860 | 2,076 | 12,969 | 19,296 |
| Montero | 526 | 1,548 | 6,350 | 9,247 |
| Van | 1 | 57 | 58 | 565 |
| **MITSUBISHI** | **2,387** | **3,681** | **19,377** | **29,108** |
| Pickup* | 12,678 | 12,632 | 88,990 | 91,738 |
| Pathfinder | 3,434 | 3,088 | 25,359 | 20,764 |
| Axxess | 4 | 481 | 313 | 5,390 |
| Van | 0 | 3 | 5 | 52 |
| Hawaii | 0 | 214 | 785 | 1,536 |
| **NISSAN** | **16,116** | **16,418** | **115,452** | **119,480** |
| **RANGE ROVER** | **311** | **426** | **1,950** | **2,952** |
| Samurai | 367 | 532 | 3,407 | 4,021 |
| Sidekick* | 935 | 330 | 8,156 | 6,103 |
| **SUZUKI** | **1,302** | **862** | **11,563** | **10,124** |
| Pickups | 18,307 | 22,259 | 110,614 | 126,327 |
| Previa | 4,822 | 4,603 | 36,435 | 26,575 |
| 4Runner | 4,973 | 4,833 | 29,538 | 33,164 |
| Land Cruiser | 798 | 532 | 5,561 | 3,739 |
| Van | 0 | 5 | 0 | 228 |
| **TOYOTA** | **28,900** | **32,232** | **182,148** | **190,033** |
| **VOLKSWAGEN** Vanagon | **479** | **643** | **4,889** | **5,010** |
| **IMPORTS** | **73,639** | **74,018** | **489,366** | **515,969** |
| **INDUSTRY TOTAL** | **356,906** | **389,679** | **2,790,728** | **3,234,906** |

*Includes domestic vehicles.

Sales charts compiled by Karen Delkowski

# BUICK

FROM PAGE 3

the factory, Miller said.

"I think more dealers will fail and probably have failed, not because they don't have any money, but because they don't have the proper cash flow," Miller said. "I know several dealers who have gone out of business because they couldn't pay their employees because their money was held up in some type of program."

Dealers and Buick need to talk more about mandatory membership in ad associations, he said.

"I think there is a large number of dealers who feel that if they had the money to spend locally or directly on their business, they would be much more successful than being grouped together in a large organization," he said. "I have a tendency to agree with them. If I were able to take the amount of money I contribute to (my) local advertising organization and spend that directly . . . in my area, I think I could probably be a more effective voice."

Miller said he realizes that many dealers would disagree, particularly big city dealers who think they need the power of combined ad spending to make enough noise to be heard.

"Because dealers' feelings are all over the place and Buick management is really focused on having advertising associations, we have some uneasy feeling," he said.

Buick shouldn't eliminate ad associations if competitors continue to use them, Miller said. But if ad associations remain, there should be a way to require rental companies and fleets to pay into them also, he added.

The national dealer council meets at the end of this month to consider those and other issues. At the national meeting, a list of all concerns will be compiled and then pared to 20 or 25 key issues to present to management, he said.

# Volvo adds spiffs, Porsche woos previous owners

ARLENA SAWYERS
*Staff Reporter*

**Volvo Cars of North America** announced a new factory-to-dealer incentive program. Cash payments to dealers are $750 to $1,500 on the 740 sedans and wagons, $1,500 on the 940 sedans and wagons and $2,500 on the 780 coupe. The program expires Oct. 31.

**Porsche Car North America Inc.** sent "Private Offer Certificates" to previous Porsche owners good for $8,500 off the price of 1990 and 1991 911 Carrera 4 models through Oct. 31. Dealer contribution is $2,500.

Incentive programs for **Toyota Motor Sales U.S.A. Inc.** and **American Honda Motor Co. Inc.** and some programs for **Mazda Motor of America Inc.** and **Mitsubishi Motor Sales of America Inc.** expired and had not been renewed by last Friday.

**Correction:** The factory-to-dealer incentive for **Sterling Motor Cars** is $8,000, or $3,000 if the consumer chooses a 0 percent financing program offering by the importer.

*Special Correspondent Chris Eschenburg contributed to this report.*

## INCENTIVE WATCH
**DEALER INCENTIVES**

***NEW PROGRAMS***

**VOLVO (1991 models; expires Oct. 31)**

| | |
|---|---|
| 740 series | $750-1,500 |
| 940 series | $1,500-2,500 |
| 780 coupe | $2,500 |

***CONTINUING PROGRAMS***

**ALFA ROMEO (expires Dec. 31)**

| | |
|---|---|
| 164, 164L automatic (1991) | Up to $200 per car monthly in floorplan aid |

**AUDI (expires Sept. 30)**

| | |
|---|---|
| 100/200 | $2,000-3,500 |

**CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)**

| | |
|---|---|
| Dodge Shadow, Spirit (1991) | $100-700, quota |
| Monaco (1991) | $1,000-2,000, based on sales |
| Dodge truck | |
| Ram Club Cab (1990-91) | $1,000 |
| Ram D/W (1990-91) | $500 |
| Ramcharger (1990-91) | $1,000 |
| Eagle Premier (1991) | $1,000-2,000, based on sales |
| Jeep Cherokee (1991) | $500 |
| Plymouth Sundance, Acclaim (1990-91) | $100-700, quota |
| Minivans (1991) without air bags | $500 |

**FORD MOTOR CO. (expires Sept. 30)**

| | |
|---|---|
| Ford Crown Victoria (1991), Mercury Grand Marquis (1991) | $1,000 |

**GENERAL MOTORS**

| | |
|---|---|
| Cadillac Allante (1991) (no expiration date) | $7,500 on first sale, $8,500 on additional sales |
| DeVille, Fleetwood, Brougham (expires Sept. 25) | $500 |
| Oldsmobile (expires Sept. 25) | |
| Eighty Eight (1991) | $1,000 |
| Pontiac (expires Sept. 25) | |
| Grand Am (1991) | $250 |
| Bonneville (1991) | $1,000 |

**HYUNDAI (expires Oct. 2)**

| | |
|---|---|
| Sonata SE, Scoupe SE (1991) | $100-300, based on sales |

**ISUZU (1991 models, expires Sept. 16)**

| | |
|---|---|
| Cars | $700-1,500 |
| Trucks | $700-1,800 |

**MAZDA (1991 models; expires Oct. 2)**

| | |
|---|---|
| Navajo | $750 |

**MERCEDES-BENZ (1991 models, no expiration date listed)**

| | |
|---|---|
| 300SE, 300SD, 300SDL, 300SEL | $3,000 |
| 420SEL, 560SEL | $5,000 |

**MITSUBISHI (1990-91 models; California and Hawaii; expires Sept. 30)**

| | |
|---|---|
| Mirage (Calif. & Hawaii) | $250-750, based on number sold |
| Eclipse (Calif.) | $500-1,000, quota |
| Eclipse (Hawaii) | $750 |
| Galant (Hawaii) | $500 |
| Galant (Hawaiii) | $1,000-2,000, based on number sold |
| Pickups (Calif.) | $500-1,500, quota |

**NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)**

| | |
|---|---|
| Sentra | $400 |
| 240SX | $600-900, quota |
| Maxima | $800-1,100, quota |
| Stanza | $1,800-2,100, quota |
| 300ZX | $2,500-3,500, quota |
| Pathfinder | $1,000-1,400, quota |
| Trucks | $1,200-1,400, quota |
| Trucks (Calif. only) | $1,500 |

**PEUGEOT (no expiration date)**

| | |
|---|---|
| 405 | $5,000 |
| 505 | $6,000 |

**STERLING (no expiration date)**

| | |
|---|---|
| All models | $8,000* |

*Or $3,000 if customer chooses 0 percent financing

**SUZUKI (expires Oct. 3)**

| | |
|---|---|
| Swift (1990-91) | $700-1,000 |
| Sidekick (1991) | $700-1,000 |

**VOLKSWAGEN**

| | |
|---|---|
| All cars (1990, no expiration date) | $500-1,500 |

## INCENTIVE WATCH — CUSTOMER INCENTIVES

***CONTINUING PROGRAMS***

**CHRYSLER CORP.**
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

| | |
|---|---|
| Chrysler Imperial (1990-91) | $2,000 |
| New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91) | $1,500 |
| Other LeBaron (1990-91) | $1,000 |
| N.Y. Landau (1990) | – $700 |
| Dodge Shadow conv. (1991) | $2,000 |
| Monaco (1990-91); Dynasty (1991); Spirit (1990-91) | $1,500 |
| Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990) | $1,000 |
| Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991) | $700 |
| Colt Vista (1991) | $500 |
| Dodge Trucks | |
| Ram D/W, Ramcharger (1990) | $2,000 |
| Ram van conversion (1990) | $1,750 |
| Ram D/W (1991), Dakota, Ram van, Ram wagon (1990) | $1,500 |
| Dakota, Ram wagon, van, conversion van, Ramcharger (1991) | $1,000 |
| Ram 50, Power Ram 50 (1990) | $500 |
| Ram 50, Power Ram 50 (1991) | $300 |
| Eagle Premier (1991); Talon TSi (1990-91) | $1,500 |
| Other Talon (1991) | $1,200 |
| Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91) | $1,000 |
| Other Summit (1991) | $700 |
| Summit base 3-dr. (1991) | $400 |
| Jeep Cherokee (1990) | $2,000 |
| Cherokee (1991), Grand Wagoneer (1990-91) | $1,500 |
| Comanche (1990-91) | $1,000 |
| Wrangler (1990-91) | $500 |
| Plymouth Acclaim (1991), Laser RS Turbo (1990-91) | $1,500 |
| Other Laser (1991) | $1,200 |
| Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990) | $1,000 |
| Colt Vista (1991) | $500 |
| Colt base 3-dr. (1991) | $700 |
| Sundance America (1991); Colt base 3-dr. (1991) | $700 |
| Colt Vista (1991) | $500 |
| All minivans (1991) | $500 |
| All minivans (1990) | $1,500 |

**FORD MOTOR CO.**
1992 models, expires Sept. 25. Finance rates in lieu of rebates are 7.9 percent.

| | |
|---|---|
| Ford Escort* | $500-750 |
| Tempo, Taurus, Mustang, Probe | $500 |
| Thunderbird, Crown Victoria | $750 |
| Aerostar, F series, Bronco | $500 |
| Ranger | $750 |
| Mercury Tracer* | $500-750 |
| Topaz, Sable | $500 |
| Cougar, Grand Marquis | $750 |

*Escort rebates are for Central and Great Lakes regions only. Tracer rebates are for Central, Great Lakes and Southwest regions only.

1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.

| | |
|---|---|
| Ford Festiva, Mustang | $500-1,000 |
| Escort | $500-750 |
| Tempo, Probe, Thunderbird | $1,000 |
| Taurus SHO | $1,600 |
| Other Taurus | $750-1,250 |
| F series, Econoline | $500-1,000 |
| Ranger | $1,000 |
| Bronco, E150 conversion pkg. | $1,500 |
| Aerostar | $1,000-2,000 |
| Mercury Tracer | $500-750 |
| Topaz, Cougar, Capri | $1,000 |
| Sable | $750-1,250 |
| Lincoln Town Car, Continental, Mark VII | $2,000 |

**GENERAL MOTORS**
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

| | |
|---|---|
| Buick (1991)* | |
| Skylark, Century, Regal, LeSabre | $250-1,000 |
| Riviera, Reatta | $2,000 |
| *Based on option package ordered. | |
| Cadillac Seville, Eldorado | $1,500 |
| DeVille, Fleetwood | $2,000 |
| Brougham | $2,500 |
| Chevrolet cars (1991) | |
| Cavalier | $300 |
| Geo Metro | $400 |
| Camaro, Corsica, Beretta | $500 |
| Geo Storm, Geo Prizm, Lumina, Caprice | $1,000 |
| Chevrolet trucks(1991) | |
| G van | $500-1,000 |
| C/K (except 454SS), R/V | $500 |
| Geo Tracker | $750 |
| Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV | $1,000 |
| Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91) | $1,500 |
| GMC | |
| G van (1990), R/V (1991), Sierra (1991) | $500 |
| Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991) | $1,000 |
| S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91) | $1,500 |
| Oldsmobile (1991) | |
| Oldsmobile has regional programs. This is an example. | |
| Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette | $1,000 |
| Custom Crusier, Bravada | $1,200 |
| Cutlass Ciera, 98 | $1,500 |
| Toronado | $2,000 |
| Pontiac | |
| LeMans, Firebird (1992) | $500 |
| Grand Am, Trans Sport (1991) | $750 |
| Grand Prix, Trans Sport (1992) | $750 |
| Firebird, Grand Prix | $1,000 |
| Bonneville (1991) | $1,500 |

**HYUNDAI (expires Oct. 2)**

| | |
|---|---|
| Excel (1990-91) | $500-1,000 |
| Sonata (1990-91, except SE) | $1,000 |
| Scoupe (1991, except SE) | $750 |
| All models | $300 to military personnel |
| All models | $1,000 if Hyundai is traded |

**MAZDA**
**(1991 models; expires Oct 2; 5.9 percent loans offered in lieu of rebates)**

| | |
|---|---|
| Protege | $800 |

**MITSUBISHI**
**(1990-91 models; California and Hawaii; expires Sept. 30)**

| | |
|---|---|
| Mirage (Calif. & Hawaii) | $750 |
| Galant (Hawaii) | $1,000 |
| Montero (Hawaii) | $1,500 |
| Pickups (Hawaii) | $1,000-1,250 |

**SUBARU (expires Oct. 2)**

| | |
|---|---|
| Loyale 4wd (1991) | $500 |
| Legacy (1991) | $1,200 |
| XT, XT6 (1991) | $2,000 |

## 1992 TOYOTA, ACCORD, GRAND AM PRICES

| | 1992 Price | Increase over final 1991 price |
|---|---|---|
| **TOYOTA** Tercel | | |
| 2-dr. | $ 6,998 | $ 410 |
| Deluxe 2-dr. | 8,428 | 430 |
| Deluxe 4-dr. | 8,528 | 430 |
| LE 4-dr. | 9,908 | 430 |
| Corolla | | |
| 4-dr. | 9,418 | 270 |
| Deluxe 4-dr. | 10,408 | 260 |
| LE 4-dr. | 12,598 | 300 |
| 5-dr. wagon | 11,078 | 260 |
| 5-dr. wagon (4wd) | 12,688 | 170 |
| Camry | | |
| Deluxe 4-dr. | 14,368 | 1,480 |
| LE 4-dr. | 16,998 | 1,720 |
| XLE 4-dr.* | 18,848 | — |
| Deluxe 4-dr. V-6 | 16,808 | 1,950 |
| LE 4-dr. V-6 | 18,638 | 970 |
| XLE 4-dr. V-6* | 20,508 | — |
| Cressida | | |
| 4-dr. | 23,488 | 790 |
| Paseo | | |
| 2-dr. | 10,338 | 350 |
| MR2 | | |
| 2-dr. | 16,048 | 600 |
| 2-dr. (T-bar) | 16,998 | 600 |
| Turbo 2-dr. | 19,378 | 600 |
| Turbo 2-dr. (T-bar) | 20,278 | 600 |
| Celica | | |
| ST 2-dr. | 13,378 | 580 |
| GT 2-dr. | 15,708 | 1,240 |
| GT 3-dr. hatch. | 15,838 | 1,120 |
| GT-S 3-dr. hatch. | 17,328 | 560 |
| GT convertible | 20,468 | 1,140 |
| Turbo 3-dr. hatch. (awd) | 22,048 | 540 |
| Supra | | |
| 3-dr. hatch. | 25,280 | 960 |
| Turbo 3-dr. hatch. | 28,750 | 960 |
| Turbo 3-dr. hatch. (sport roof) | 29,770 | 960 |

*New model for 1992

**HONDA** Accord

| | | |
|---|---|---|
| DX 4-dr. | 13,225 | 400 |
| LX 4-dr. | 15,825 | 450 |
| XE 4-dr. | 18,245 | 1,150 |

**PONTIAC** Grand Am
The 1992 and 1991 Grand Am models are not directly comparable because of changes in series designations and equipment levels. All prices for both model years are presented here.

| | 1992 Price | Final 1991 price |
|---|---|---|
| SE 4-dr. | 11,999 | |
| SE 2-dr. | 11,899 | |
| GT 4-dr. | 13,799 | |
| GT 2-dr. | 13,699 | |
| 4-dr. | | 10,374 |
| 2-dr. | | 10,174 |
| LE 4-dr. | | 11,324 |
| LE 2-dr. | | 11,124 |
| SE 4-dr. | | 16,544 |
| SE 2-dr. | | 16,344 |

# Toyota, Honda, Pontiac boost prices on '92s

KRISTINE STIVEN BREESE
and PHIL FRAME
*Staff Reporters*

The cars have more standard equipment, but it will cost considerably more to buy the best-selling 1992 models of Toyota, Honda and Pontiac than it did in 1991.

The cars are the Toyota Camry, the Honda Accord four-door sedan and the Pontiac Grand Am.

Toyota Motor Sales U.S.A. Inc. priced its full lineup last week and applied its biggest increase to the mid-sized Camry, its top-volume nameplate. The base 1992 Camry four-door sedan is $14,368, an increase of $1,480, or 11.5 percent, over the 1991 model. The 1992 car is all new. It is bigger than its predecessor; it has a more powerful engine and a driver-side air bag as standard equipment.

Toyota said the Camry prices are up an average of $659, or 4.3 percent, for 1992 on a comparably equipped basis.

The company also said its full stable of 1992 cars, including Camry, has risen an average of $490, or 3.9 percent, over the 1991 models after adjusting for year-to-year equipment changes. The increases range from $170 on the Corolla four-wheel-drive station wagon to $1,970 on the Camry Deluxe V-6 four-door sedan.

American Honda Motor Co. Inc. priced half of its Accord line. Accord is the best-selling nameplate on the U.S. market. Honda said the Accord four-door sedans are up a sales-weighted average of $641, or 3.94 percent.

The Accord DX is up $400, the LX has risen $450, and the EX has jumped $1,150. All three have a driver-side air bag, and the EX also has anti-lock brakes.

The coupe and wagon will be priced later.

Honda took some of the sting out of its 1992 increase by hiking Accord sedans $100 in May.

Grand Am, the sales king at Pontiac, is an entirely new car for 1992, with different series designations and major changes in equipment content. Exact comparisons are difficult, but the lowest-priced 1992 Grand Am is $11,899. The 1991 price leader was $10,174.

Anti-lock brakes are standard on all 1992 Grand Ams. Pontiac claims that a 1992 has a price tag "as much as $398 below a comparably equipped 1991 model."

Pontiac's 1992 and 1991 Grand Ams defy direct comparisons. For 1991, Grand Am was offered in base, LE and SE series. For 1992, the names are SE and GT, but the 1992 SE bears no relation to the 1991 SE in the level of equipment, and the GT is unlike anything in the 1991 lineup.

# GM Canada's dealers add new products

ALEX LAW
*Special Correspondent*

TORONTO — General Motors of Canada Ltd. is introducing more new cars and new models this fall than most other car companies have in their entire lineup.

Along with the models common to the U.S. operation, the Canadian company is also offering Saturn for the first time and is rebadging several vehicles moved from the defunct Passport International Automobiles Division.

Some former Passport models will be sold in the new Saturn-Saab-Isuzu Truck stores. Others, like Passport's Daewoo Optima, will be sold by Pontiac. And Passport's Isuzu Impulse will go to the new Geo line, which is carried by Chevrolet-Oldsmobile dealers.

There are also a couple of names the U.S. market won't see: GMC Sunrunner (a version of the Tracker) and Pontiac Sunfire (a version of the Impulse). Both won't be available until early 1992.

GM's aim is to gain 1 percentage point of market share over the 35 percent expected in the 1991 model year. The company estimates that industry sales in Canada in the 1992 model year will total 925,000 cars and 445,000 light trucks.

## SCHEDULED PLANT CLOSINGS

| Plant | Weeks down | Units lost/ week |
|---|---|---|
| **FORD** | | |
| **Kentucky Truck (Louisville)** .... **9/9** | | |
| Ford heavy trucks | | 920 |
| **Total U.S. truck** | | **920** |
| **Total units lost week of 9/9** | | **920** |

Source: Automotive News Data Center

# RULES

FROM PAGE 4

restyled Chevrolet Blazer/GMC Jimmy and Suburban sport-utilities. But P. Stuart Meyer, safety engineer with GM's Truck & Bus Group, pointed out that after its recent "big program" to meet standard 208, the company will have to do an additional redesign for 1994 because new requirements for side door impacts will affect compliance with 208.

According to Meyer, GM's 1993-model Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette will be the company's first trucks to have driver-side air bags.

Air bags and side guard door beams, center high-mounted stop lights, and roof crush protection are currently major regulatory concerns for truckmakers.

But many additional new regulations are being considered, points out John Leinonen, executive engineer with the Safety Regulations and Planning Department for Ford Motor Co.'s automotive safety office.

The government has just finished researching vehicle stability — not only for trucks but also cars.

"It has the potential for significant implications, but we don't know yet what they'll say until we see the advanced notice (of rule making) next month," Leinonen said.

Trucks regulations are playing catch-up to car regulations. By the end of the decade, trucks will be subject to practically every regulation affecting cars, Leinonen said.

And industry officials anticipate that any future regulations, such those governing crashworthiness and crash avoidance, will automatically be proposed for both cars and trucks.

Additional weight generated by compliance with safety standards is also an industry concern, as fuel economy requirements for trucks tighten.

Side impact protection, for example, is expected to add 30 pounds; passive restraints, sensors, wiring, modules and brackets will likely add another 70 pounds.

"You look at the regulatory thrusts through the '90s, and you might be pushing close to 200 pounds in added weight on trucks," Leinonen said.

Every 100 pounds reduces the corporate average fuel economy of a truck by 0.3 mpg, he said.

While some industry executives privately fret about the potential impact of regulations on truck sales, publicly there hasn't been a lot of opposition to them.

Safety sells, and each company wants to be perceived as having the safest vehicles.

"Increases in costs, wherever they come, are difficult. But we are interested in moving ahead to make sure Ford is a leader in safety," Leinonen said.

## U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

| | Est. 9/2-9/7/91 | Actual 8/26-8/31/91 | August Total | Year 1/1-9/7/91 | Year 1/1-9/8/90 |
|---|---|---|---|---|---|
| LeBaron A | 0 | 0 | 0 | 0 | 8064 |
| LeBaron J | 50 | 15 | 15 | 18762 | 35293 |
| New Yorker | 0 | 5 | 5 | 4778 | 27592 |
| Fifth Avenue | 0 | 0 | 2 | 20699 | 21458 |
| Imperial | 200 | 282 | 520 | 5,283 | 12,637 |
| Town & Country (trk.) | 200 | 238 | 761 | 2,903 | 2,078 |
| **Total Chrysler** | **450** | **540** | **1,303** | **52,425** | **107,122** |
| Horizon | 0 | 0 | 0 | 0 | 4,327 |
| Sundance | 1,850 | 2,431 | 9,845 | 39,767 | 57,226 |
| Acclaim | 1,400 | 1,703 | 3,810 | 53,548 | 72,270 |
| Voyager (trk.) | 2,200 | 2,183 | 7,777 | 64,694 | 62,935 |
| Voyager (Can. trk.) | 2,500 | 2,756 | 10,931 | 74,860 | 70,384 |
| **Total Plymouth** | **7,950** | **9,073** | **32,363** | **232,869** | **267,142** |
| Omni | 0 | 0 | 0 | 0 | 4,078 |
| Daytona | 0 | 9 | 78 | 5,014 | 23,520 |
| Shadow | 1,900 | 2,299 | 9,361 | 44,579 | 64,828 |
| Dynasty | 3,600 | 4,459 | 8,159 | 78,209 | 77,959 |
| Spirit | 1,700 | 2,072 | 3,622 | 48,691 | 65,897 |
| Monaco (Can.) | 0 | 0 | 702 | 6,076 | 6,891 |
| Caravan (trk.) | 2,400 | 2,361 | 8,209 | 75,792 | 67,162 |
| Caravan (Can. trk.) | 2,500 | 1,900 | 11,664 | 94,934 | 87,921 |
| Caravan C/V (trk.) | 50 | 48 | 217 | 2,376 | 4,171 |
| Caravan C/V (Can. trk.) | 95 | 60 | 327 | 12,255 | 5,610 |
| Dakota (trk.) | 1,550 | 2,336 | 7,818 | 55,400 | 47,661 |
| Ram pickups (trk.) | 1,250 | 1,882 | 6,496 | 53,828 | 70,651 |
| Ram Wagon (Can. trk.) | 280 | 175 | 549 | 13,427 | 16,677 |
| Ram Van (Can. trk.) | 800 | 570 | 1,979 | 25,674 | 39,917 |
| **Total Dodge** | **16,125** | **18,171** | **59,181** | **516,255** | **582,943** |
| Premier (Can.) | 0 | 0 | 1,946 | 7,681 | 7,477 |
| Cherokee (trk.) | 3,200 | 4,205 | 18,110 | 92,932 | 106,851 |
| Comanche (trk.) | 50 | 143 | 567 | 3,473 | 5,505 |
| Grand Wagoneer (trk.) | 0 | 0 | 0 | 1,560 | 4,672 |
| Wagoneer (trk.) | 100 | 121 | 481 | 2,072 | 2,588 |
| Wrangler (Can trk.) | 1,500 | 950 | 6,784 | 41,022 | 40,603 |
| **Total Jeep-Eagle** | **4,850** | **5,419** | **27,888** | **148,740** | **167,696** |
| **Total U.S. car** | **10,700** | **13,275** | **35,417** | **319,330** | **475,149** |
| **Total Can. car+** | **0** | **0** | **2,648** | **13,757** | **14,368** |
| **Total U.S. truck** | **11,000** | **13,517** | **50,436** | **355,038** | **374,274** |
| **Total Can. truck+** | **7,675** | **6,411** | **32,234** | **262,172** | **261,112** |
| **CHRYSLER CORP.** | **29,375** | **33,203** | **120,735** | **950,289** | **1,124,903** |
| Escort | 4,598 | 5,694 | 24,101 | 145,109 | 154,332 |
| Mustang | 0 | 0 | 11,779 | 60,113 | 88,727 |
| Tempo | 2,637 | 0 | 8,753 | 76,489 | 92,563 |
| Tempo (Can.) | 1,460 | 2,985 | 8,750 | 73,056 | 83,142 |
| Taurus | 5,486 | 7,226 | 22,993 | 216,670 | 244,390 |
| Thunderbird | 2,333 | 0 | 5,269 | 52,566 | 81,114 |
| Crown Victoria (Can.) | 2,036 | 2,043 | 10,337 | 64,134 | 84,108 |
| Aerostar (trk.) | 3,903 | 4,195 | 16,649 | 114,971 | 144,374 |
| Bronco (trk.) | 551 | 607 | 1,994 | 11,181 | 36,074 |
| Explorer/Bronco II (trk.) | 6,344 | 5,756 | 26,436 | 184,789 | 129,542 |
| Navajo (trk.) | 316 | 887 | 2,139 | 8,111 | 0 |
| Econoline (trk.) | 1,021 | 0 | 12,096 | 93,057 | 135,911 |
| Heavies (trk.) | 831 | 1,009 | 2,136 | 23,533 | 37,977 |
| Light trucks (trk.) | 6,843 | 5,235 | 24,779 | 202,940 | 318,137 |
| Light trucks (Can. trk.) | 1,908 | 1,564 | 9,720 | 68,372 | 97,754 |
| Ranger (trk.) | 6,026 | 6,147 | 28,498 | 182,193 | 194,335 |
| **Total Ford Div.** | **46,287** | **43,348** | **216,429** | **1,577,284** | **1,922,480** |
| Topaz | 883 | 0 | 3,189 | 32,475 | 35,261 |
| Topaz (Can.) | 484 | 748 | 2,810 | 23,702 | 31,262 |
| Cougar | 1,123 | 0 | 4,627 | 41,861 | 53,893 |
| Sable | 1,402 | 2,124 | 6,822 | 70,552 | 74,788 |
| Grand Marquis (Can.) | 2,524 | 2,303 | 12,064 | 67,904 | 77,185 |
| **Total Mercury** | **6,416** | **5,175** | **29,512** | **236,494** | **272,389** |
| Continental | 966 | 1,163 | 5,003 | 38,359 | 41,642 |
| Mark VII | 170 | 212 | 878 | 6,724 | 15,050 |
| Town Car | 2,255 | 2,754 | 11,771 | 90,246 | 105,813 |
| **Total Lincoln** | **3,391** | **4,129** | **17,652** | **135,329** | **162,505** |
| **Total L-M Div.** | **9,807** | **9,304** | **47,164** | **371,823** | **434,894** |
| **Total U.S. car** | 21,853 | 19,173 | 105,185 | 831,164 | 987,573 |
| **Total Can. car** | **6,504** | **8,079** | **33,961** | **228,796** | **275,697** |
| **Total U.S. truck** | **25,829** | **23,836** | **114,727** | **829,775** | **986,350** |
| **Total Can. truck** | **1,908** | **1,564** | **9,720** | **68,372** | **97,754** |
| **FORD MOTOR CO.** | **56,094** | **52,052** | **283,563** | **1,949,167** | **2,357,374** |
| Skylark | 618 | 366 | 494 | 28,622 | 62,190 |
| Century | 2,347 | 1,997 | 7,306 | 61,745 | 44,734 |
| Regal (Can.) | 2,700 | 2,354 | 8,805 | 82,143 | 65,175 |
| Riviera | 207 | 184 | 649 | 14,354 | 15,317 |
| Park Avenue/Electra | 1,433 | 1,862 | 8,460 | 75,520 | 31,506 |
| LeSabre | 3,026 | 3,017 | 12,405 | 46,150 | 111,620 |
| Roadmaster Sedan | 962 | 1,241 | 4,684 | 19,623 | 0 |
| Roadmaster Wagon† | 225 | 273 | 1,142 | 17,907 | 4,022 |
| Reatta | 0 | 0 | 0 | 1,206 | 5,277 |
| **Total Buick** | **11,518** | **11,294** | **43,945** | **347,270** | **339,841** |
| Eldorado | 308 | 270 | 654 | 7,471 | 14,541 |
| Seville | 589 | 562 | 1,781 | 16,535 | 25,099 |
| Brougham | 483 | 625 | 2,196 | 13,536 | 20,258 |
| DeVille | 3,718 | 3,480 | 15,756 | 106,225 | 109,680 |
| Allante | 51 | 0 | 154 | 2,060 | 3,121 |
| **Total Cadillac** | 5,149 | 4,937 | 20,541 | 145,827 | 172,699 |
| Cavalier | 4,148 | 4,104 | 12,489 | 171,668 | 226,741 |
| Camaro | 1,098 | 1,260 | 4,986 | 35,684 | 50,441 |
| Celebrity (Can.) | 0 | 0 | 0 | 0 | 20,319 |
| Corsica-Beretta | 2,453 | 2,097 | 9,381 | 165,443 | 196,793 |
| Lumina (Can.) | 6,000 | 5,164 | 18,572 | 155,879 | 147,110 |
| Caprice | 2,234 | 2,811 | 10,161 | 91,861 | 164,544 |
| Corvette | 384 | 334 | 605 | 14,124 | 15,465 |
| Astro (trk.) | 2,733 | 2,479 | 8,301 | 63,594 | 88,541 |
| Blazer (trk.) | 0 | 5 | 392 | 5,539 | 12,458 |
| Lumina APV (trk.) | 1,392 | 956 | 1,541 | 27,303 | 60,003 |
| Mediums (trk.) | 177 | 134 | 0 | 1,174 | 7,261 |
| P-Model (trk.) | 356 | 554 | 1,691 | 14,160 | 16,151 |
| Pickups (trk.) | 5,053 | 6,050 | 25,537 | 193,671 | 278,782 |
| Pickups (Can. trk.) | 3,000 | 2,469 | 12,209 | 94,769 | 116,002 |
| S10 (trk.) | 4,505 | 5,427 | 17,974 | 175,171 | 161,151 |
| S10 Blazer (trk.) | 1,398 | 1,902 | 5 | 26,168 | 73,663 |
| Sportsvan (trk.) | 909 | 884 | 2,207 | 27,709 | 41,899 |
| Sportsvan (Can. trk.) | 940 | 997 | 2,483 | 35,124 | 34,769 |
| Suburban (trk.) | 0 | 865 | 3,512 | 21,106 | 49,371 |
| **Total Chevrolet** | **36,788** | **38,492** | **132,046** | **1,329,147** | **1,761,464** |
| Caleis | 0 | 0 | 0 | 34,616 | 70,689 |
| Cutlass Ciera | 3,043 | 3,059 | 11,182 | 61,010 | 51,012 |
| Cutlass Ciera (Can.) | 0 | 0 | 0 | 41,089 | 53,964 |
| Cutlass Supreme | 2,511 | 2,395 | 6,892 | 71,410 | 62,723 |
| Toronado | 124 | 114 | 375 | 3,337 | 10,885 |
| 88 | 2,349 | 2,376 | 8,665 | 52,789 | 71,778 |
| Custom Cruiser Wag.†† | 106 | 136 | 446 | 6,065 | 1,214 |
| 98 | 1,482 | 1,385 | 6,467 | 55,211 | 33,064 |
| Silhouette (trk.) | 279 | 283 | 489 | 13,758 | 23,932 |
| Bravada (trk.) | 197 | 210 | 619 | 10,654 | 0 |
| **Total Oldsmobile** | **10,091** | **9,958** | **35,135** | **349,939** | **379,261** |
| Sunbird | 2,084 | 2,107 | 6,286 | 79,573 | 107,571 |
| Grand Am | 533 | 290 | 405 | 87,999 | 143,400 |
| Firebird | 542 | 694 | 2,818 | 13,188 | 29,836 |
| Grand Prix | 1,320 | 1,685 | 8,808 | 69,722 | 80,652 |
| Pontiac 6000 | 0 | 0 | 0 | 19,603 | 38,466 |
| Pontiac 6000 (Can.) | 0 | 0 | 0 | 0 | 0 |
| Bonneville | 2,212 | 2,479 | 11,837 | 47,369 | 54,204 |
| Trans Sport (trk.) | 725 | 493 | 836 | 17,522 | 37,567 |
| **Total Pontiac** | **7,416** | **7,748** | **30,990** | **334,976** | **491,696** |
| Jimmy (trk.) | 0 | 57 | 259 | 1,612 | 3,860 |
| Mediums (trk.) | 259 | 253 | 0 | 1,873 | 8,202 |
| P-Model (trk.) | 19 | 39 | 119 | 1,813 | 2,141 |
| Pickups (trk.) | 1,868 | 2,253 | 8,249 | 83,217 | 97,136 |
| Pickups (Can. trk.) | 1,000 | 958 | 3,787 | 35,147 | 44,606 |
| Sonoma (trk.) | 1,087 | 1,553 | 4,552 | 42,139 | 37,049 |
| S15 Jimmy (trk.) | 568 | 701 | 1 | 9,200 | 24,478 |
| Safari (trk.) | 908 | 962 | 3,239 | 27,143 | 31,489 |
| Suburban (trk.) | 0 | 384 | 2,141 | 16,805 | 24,691 |
| Vandura (trk.) | 384 | 332 | 840 | 12,433 | 15,607 |
| Vandura (Can. trk.) | 350 | 359 | 914 | 15,072 | 14,273 |
| **Total GMC** | **6,443** | **7,851** | **24,101** | **246,454** | **303,532** |
| **Total Saturn+** | **2,350** | **2,350** | **9,400** | **58,598** | **625** |
| **Total U.S. car** | **42,948** | **43,553** | **166,884** | **1,550,224** | **1,857,468** |
| **Total Can. car** | **8,700** | **7,518** | **27,377** | **279,111** | **286,568** |
| **Total U.S. truck** | **22,817** | **26,776** | **82,504** | **793,764** | **1,095,432** |
| **Total Can. truck** | **5,290** | **4,783** | **19,393** | **180,112** | **205,650** |
| **GENERAL MOTORS** | **79,747** | **82,630** | **296,158** | **2,803,211** | **3,449,118** |
| Can. car | 2,400 | 2,294 | 6,996 | 71,336 | 23,800 |
| Can. trk. | 950 | 945 | 3,117 | 31,598 | 18,850 |
| **CAMI*** | **3,350** | **3,239** | **10,113** | **102,934** | **42,650** |
| **DIAMOND-STAR*** | **2,617** | **3,223** | **13,987** | **107,096** | **91,290** |
| Civic | 1,240 | 1,957 | 8,232 | 61,996 | 79,003 |
| Civic (Can.) | 1,760 | 2,247 | 9,096 | 73,384 | 72,033 |
| Accord | 5,315 | 7,604 | 35,022 | 248,692 | 222,437 |
| **Total U.S. car** | **6,555** | **9,561** | **43,254** | **310,688** | **301,440** |
| **Total Can. car** | **1,760** | **2,247** | **9,096** | **73,384** | **72,033** |
| **HONDA** | **8,315** | **11,808** | **52,350** | **384,072** | **373,473** |
| **HYUNDAI** Sonata (Can.) | 375 | 142 | 1,664 | 18,489 | 13,940 |
| **MAZDA*** | **3,727** | **3,497** | **12,793** | **109,126** | **120,428** |
| U.S. trk. | 1,244 | 1,549 | 3,711 | 47,503 | 50,385 |
| Can. trk. | 144 | 144 | 472 | 4,831 | 6,719 |
| **NAVISTAR** | **1,388** | **1,693** | **4,183** | **52,334** | **57,104** |
| Sentra | 2,172 | 2,733 | 11,930 | 90,946 | 56,149 |
| Pickup (trk.) | 2,170 | 2,717 | 11,948 | 89,797 | 99,172 |
| **NISSAN** | **4,342** | **5,450** | **23,878** | **180,743** | **155,321** |
| Geo Prizm | 1,400 | 1,775 | 3,871 | 66,965 | 68,145 |
| Toyota Corolla | 1,800 | 2,248 | 4,907 | 75,675 | 69,105 |
| Toyota Hilux (trk.) | 20 | 0 | 21 | 40 | 0 |
| **NUMMI** | **3,220** | **4,023** | **8,799** | **142,680** | **137,250** |
| Legacy | 998 | 1,155 | 5,297 | 39,392 | 19,131 |
| Pickup (trk.) | 421 | 472 | 1,433 | 17,730 | 0 |
| Rodeo (trk.) | 604 | 803 | 3,544 | 18,376 | 0 |
| **Total U.S. car** | **998** | **1,155** | **5,297** | **39,392** | **19,131** |
| **Total U.S. trk.** | **1,025** | **1,275** | **4,977** | **36,106** | **21,176** |
| **SUBARU-ISUZU** | **2,023** | **2,430** | **10,274** | **75,498** | **40,307** |
| Camry | 0 | 0 | 9,405 | 136,263 | 149,870 |
| Corolla (Can.) | 1,300 | 1,361 | 5,250 | 44,740 | 41,072 |
| **TOYOTA** | **1,300** | **1,361** | **14,655** | **181,003** | **190,942** |
| **VOLVO** 740,940 (Can.) | 144 | 178 | 357 | 5,646 | 5,713 |
| **AM GENERAL** (trk.) | 320 | 400 | 1,700 | 13,970 | 15,848 |
| **MISCELLANEOUS** (trk.)** | **2,120** | **2,050** | **11,000** | **92,040** | **105,000** |
| **Total U.S. car** | **94,762** | **100,193** | **412,530** | **3,636,000** | **4,195,748** |
| **Total Canada car** | **21,193** | **21,819** | **87,349** | **735,259** | **733,191** |
| **Total U.S.-Canada Car** | **115,945** | **122,012** | **500,279** | **4,372,128** | **4,928,939** |
| **Total U.S. truck** | **66,545** | **72,728** | **281,744** | **2,249,025** | **2,756,229** |
| **Total Canada truck** | **15,967** | **13,847** | **54,936** | **547,085** | **594,085** |
| **Total U.S.-Canada truck** | **82,512** | **86,567** | **346,680** | **2,796,110** | **3,352,314** |
| **TOTAL U.S.** | **161,307** | **172,913** | **694,674** | **5,885,894** | **6,953,977** |
| **TOTAL CANADA** | **37,160** | **35,666** | **152,285** | **1,282,344** | **1,327,276** |
| **TOTAL U.S.-CANADA CAR & TRUCK** | **198,457** | **208,579** | **846,959** | **7,168,238** | **8,281,253** |

+Estimate ††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

# Aug. build up; NUMMI adds truck

ROBIN-LYN RAIMEY
*Special Correspondent*

Production of the Toyota Hilux, the company's first U.S.-built compact pickup truck, began last week at the New United Motor Manufacturing Inc. facility in Fremont, Calif.

The new truck production area covers 1.7 million square feet and will have the capacity to produce approximately 100,000 trucks annually.

NUMMI is a joint venture between Toyota and General Motors which was established in 1984. Other models produced at the plant include the Toyota Corolla and the Geo Prizm.

U.S. car production for August 1991 was 412,930, up 16.9 percent from July 1991, and down 21.1 percent from August 1990.

U.S. truck production for August was 281,744, down 12.1 percent from August 1990, and the lowest August since 1986.

August saw higher figures for Canadian car and truck production. Last month Canadian car production was the highest for August since 1985. At 87,349, it was 35.4 percent above the previous month and 12.2 percent above the August 1990 total.

Canadian truck production totaled 64,936 in August — it was up 20.5 percent from August last year and up 40.9 percent from July.

All U.S. and Canadian car and truck assembly plants were down last Monday in observance of Labor Day.

Ford Motor Co. scheduled daily overtime shifts last week at its St. Louis and Kansas City, Mo., truck plants. The St. Louis plant builds the Ford Aerostar, and the Kansas City facility produces Ford F-series light trucks.

The Louisville, Ky., truck plant, which produces the Ford Explorer and the Ford Ranger, also scheduled daily overtime shifts and two shifts on Saturday.

GM scheduled two shifts of Saturday overtime last week at its Baltimore plant and one shift at the Oklahoma City and Scarborough, Ontario, plants.

Chrysler Corp. also scheduled Saturday overtime last week with two shifts at the St. Louis plant which produces minivans and two shifts at the Warren, Mich., plant that builds full- and mid-sized pickups.

Daily overtime was scheduled at the Bramalea, Ontario, plant, which produces the Dodge Monaco and the Eagle Premier.

GM's Lansing, Mich., (A) plant begins production of the Pontiac Grand Am on Wednesday.

On Sept. 3, GM's Janesville, Wis., plant began production of the Chevrolet and GMC Suburban, the Chevrolet Blazer and GMC Jimmy, which were previously produced at the Flint, Mich., plant. The plant also produces the Chevrolet Kodiak and the GMC Topkick medium-duty pickups.

# NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs: 2, 16, 36, 37,

48-51